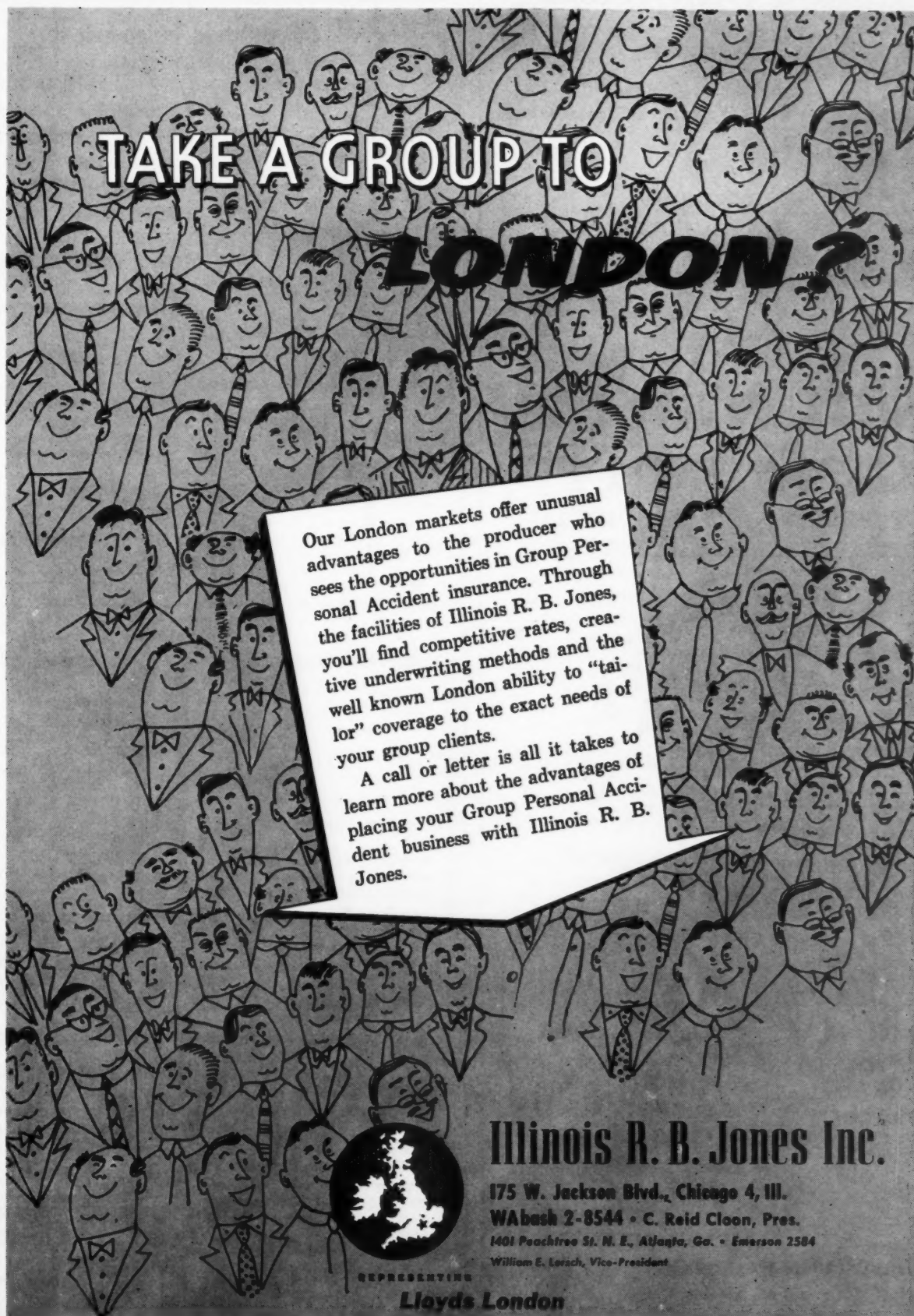



The NATIONAL UNDERWRITER



TAKE A GROUP TO LONDON?

Our London markets offer unusual advantages to the producer who sees the opportunities in Group Personal Accident insurance. Through the facilities of Illinois R. B. Jones, you'll find competitive rates, creative underwriting methods and the well known London ability to "tailor" coverage to the exact needs of your group clients.

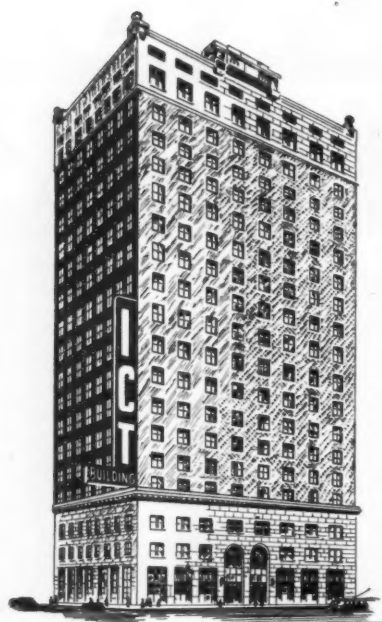
A call or letter is all it takes to learn more about the advantages of placing your Group Personal Accident business with Illinois R. B. Jones.



Illinois R. B. Jones Inc.
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REPRESENTING
Lloyds London

THURSDAY, JUNE 21, 1956



Liability

Automobile

Business Interruption

Inland Marine

Workmen's Compensation

Burglary

Fire and Allied Lines
of Insurance

ICT INSURANCE COMPANY

370

ICT BUILDING DALLAS, TEXAS



Nation-Wide Multiple Line Plus

- REINSURANCES
- HIGH RATED AND/OR SURPLUS LINE FIRE
- REPLACEMENT COST (ANY SITE)
- BUSINESS INTERRUPTION
- BURGLARY
Interior, Exterior, Robbery
- OVERAGE ACCIDENT
- ERRORS AND OMISSIONS
- HIGH LIMIT EXCESS
Public Liability
Property Damage, Products
- HULL, P AND I, EXCESS CARGO
- PILOT, EXECUTIVE TRAVEL ACCIDENT

ALL UNUSUAL RISKS

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PREFERRED INSURANCE COMPANY

INDEPENDENT MULTIPLE LINE STOCK INSURER

Competitive Independent Insurance Facilities

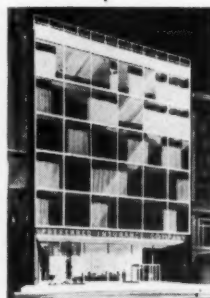
BROAD FORM
AUTOMOBILE POLICIES

MOBILE HOME INSURANCE

GENERAL CASUALTY LINES

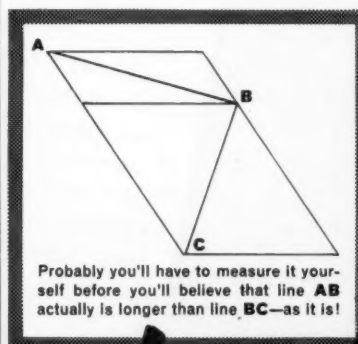
FIRE

Licensed in 37 States and Hawaii

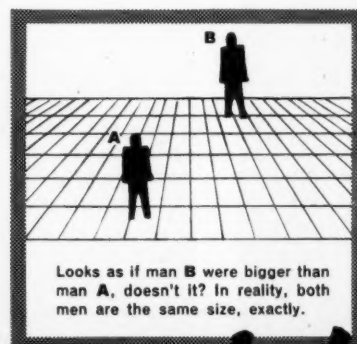


Our New Home Office
Building

T. J. Bouwkamp, V. P. & Director of Agencies
GRAND RAPIDS 1, MICHIGAN



Probably you'll have to measure it yourself before you'll believe that line **AB** actually is longer than line **BC**—as it is!



Looks as if man **B** were bigger than man **A**, doesn't it? In reality, both men are the same size, exactly.

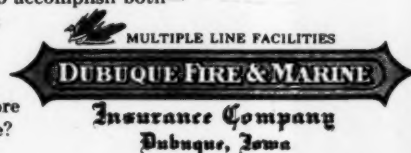
don't be misled

by your own growth figures!

New names on your books—new policies, additional coverage for present insureds—these, not just dollars, are your true measures of growth. Merely re-writing an existing

\$10,000 policy for \$15,000 does not represent the soundest 50% business increase. Better to sign up a new prospect, have two clients instead of one. Best, of course, is to accomplish both—increased coverage for present insureds, plus new policyholders.

Dubuque may help you accomplish either or both aims more easily. Won't you drop us a line?



The NATIONAL UNDERWRITER

The National Weekly Newspaper of Fire and Casualty Insurance

60th Year, No. 25
June 21, 1956

Plan More Zip for A&S Agents' Assn.; Elect E. J. Coffey

**Gifford Named Managing
Director at Miami Beach
Annual; Sales Tips Stressed**

By **WILLIAM B. BORGEL**
Editor, A&S Review

MIAMI BEACH—A dynamic program of organization activity for the coming months was promised for International Assn. of A & H Underwriters at its annual convention in the Saxony hotel with an attendance well in excess of 300. Chief aims of the program will be at stabilizing membership and the budget, in keeping with expanding operations.

The new president is E. J. Coffey, Mutual of Omaha, Portland, Ore., who has been vice-president. He succeeds Clifford E. McDonald, International Fidelity, Dallas, now chairman of the board. Earle R. Bennett, Provident Life & Accident, Tampa, was reelected vice-president. Jay DeYoung, DeYoung & Associates, Oak Park, Ill., was elected vice-president and reelected controller. Charles Ray, Associates Income Life, Indianapolis, and John T. Delaney, American General Life, Houston, were elected as new members of the executive board. A resolution was adopted to increase the board from 18 to 21 members to include Canadian representation.

In accepting the presidency, Mr. Coffey urged and warned that a more serious-minded attitude must be taken regarding the association to assure its future success and service.

Bruce Gifford of the Chicago staff of Health Insurance Assn. of America and previously with the former H&A Underwriters Conference, was

(CONTINUED ON PAGE 28)

Two More Cases of Association Cover

Coverage has been arranged on contents and fixtures of some 2,321 Ben Franklin store owners in continental U.S., Canada and Alaska through Butler Brothers of Chicago in Interstate Fire & Casualty of Chicago. Interstate, which was organized in 1950 and which had assets last year end of \$1,334,129, is managed by the George F. Brown & Sons of Chicago special risk underwriters. The Ben Franklin stores' coverage would be reinsured in London Lloyds.

The Ben Franklin stores are operated under a franchise and service arrangement with Butler Brothers. They sell variety department store type merchandise.

The plan of coverage is a master policy against fire, flood, water damage, tidal wave, wind driven rain, back up of sewers, wind, hail, explosion, earth-sprinkler leakage, collapse, and burglary and theft, plus a 5% restoration allowance, all for 35 cents.

A franchise clause eliminates losses of \$50 or less, but from \$51 up the entire loss will be paid. Butler Brothers is included in the coverage for accounts receivable. Losses are payable to Butler Brothers and the insured Ben Franklin store, with branch controllers of Butler Brothers making the settlement with the store.

There is a participation requirement of 75% of Ben Franklin stores, by May 1, 1957. The program became effective May 1, 1956. Amount of insurance is "average inventory" with a maximum of 130% of the average

(CONTINUED FROM PAGE 32)

Mrs. Hirst Elected NAIW President at Chicago Convention

More than 600 women, representing every state and British Columbia, gathered at Chicago last week for the four-day convention of National Assn. of Insurance Women. Business and educational sessions were centered around one convention theme, "I Will with Good Will."

Mrs. Betty B. Hirst of Seibels, Bruce & Co., Columbia, S. C., was elected



Pictured at the convention of National Assn. of Insurance Women in Chicago last week are (left to right): Miss Elizabeth F. DeCesari, past-president; Mrs. Elsie B. Mayer, founder president, and Mrs. Betty B. Hirst, newly-elected president.

president to succeed Miss Elizabeth F. DeCesari of the Wilkins agency, Woodbury, N. J.

Other new officers are Mrs. Frances Runk of Loyalty group, Houston, 1st vice-president; Miss Alice L. Anderson of the Latz agency, Kansas City, Mo., 2nd vice-president; Mrs. Ruth J.

(CONTINUED ON PAGE 25)

National Fire Directors Approve Purchase Offer

**Continental Casualty Will
Exchange 1½ Shares for
Each Share of National**

At a meeting of National Fire directors Monday in Hartford, an unsolicited proposal was submitted by Continental Casualty, offering stockholders of National 1½ shares of Continental Casualty stock in exchange for each share of National Fire. Directors of National Fire voted unanimously to recommend acceptance of the proposal by stockholders.

A maximum of 750,000 shares of Continental Casualty, valued at about \$75 million, would be involved.

National Fire stockholders were told in a letter from the company that Continental Casualty reserves the right to withdraw the offer if the plan is not accepted by holders of at least 51% of the outstanding stock. The transaction is tax free, the letter adds, if 80% or more of the stockholders exchange stock, while at a lesser percentage there would be tax consequences to National stockholders.

The proposed affiliation would create one of the largest groups in the U. S., with almost half a billion in assets and \$300 million a year in fire and casualty premiums. It would put Continental Casualty strongly into the fire business, where it has not been a factor.

E. H. Forkel will continue as president and chief executive officer of National of Hartford group. The administration offices, including the investment division, are to remain in Hartford. The intention is not to disturb existing business, banking, and investment relationships of National. Agents will continue to be served as heretofore. National employees are assured that all existing employee benefits will be continued without change.

Affiliation of the two groups would form one of the largest insurance organizations in the U. S. Written premiums of Continental Casualty totaled \$194,196,832 in 1955 and those of Transportation \$2,206,867. Assets of the two companies at year end were \$275,071,607 and \$5,955,239. The premiums and assets of National Fire and Transcontinental, its affiliate, were, for 1955, \$68,813,742 and \$129,124,906, and \$12,143,602 and \$31,151,595. Excluding Continental Assurance and U. S. Life, the two life companies of Continental Casualty, the combined assets and premiums of the proposed group on a 1955 base would be \$451,303,407 and \$279,361,043.

Current dividend of National is \$3 a year. Directors of Continental Casualty have stated their expectation of continuing Continental Casualty dividends on the increased number of shares at the same rate currently in effect, concurrently in effect, includ-

(CONTINUED ON PAGE 37)

Late News Bulletins...

Casualty insurance results in Ohio for 1955 begin on page 17.

House Drops FHA Self Cover Proposal

House banking and currency committee has dropped from its housing bill a provision for Federal Housing Authority to set up a self insurance fund against losses to properties acquired through defaults on insured mortgages.

National Board and National Assn. of Insurance Agents opposed the measure, which was passed in the Senate. The issue must now be resolved in a joint house-senate conference.

Venezuelan Airliner Reported Insured in London

The superconstellation of Venezuelan Airlines with 64 passengers and 10 crew members aboard reported to have crashed into the Atlantic ocean 40 miles out of Idlewild, bound for Venezuela, formerly did considerable self insuring of hulls, but the superconstellation, worth \$1.5 million plus, was reported insured, along with the liability, in London. There may be some re-insurance in the U. S. market.

Important London & Lancashire Changes

In connection with the forthcoming retirement of Gilbert Kingan as chief official of London & Lancashire group in the U. S. and his succession by Worthington W. Smith, several appointments have been made, effective July 1.

Charles E. Dox and A. J. Stocklmier, managers of the western and Pacific coast departments, respectively, have been elected vice-presidents of Orient and Safeguard.

In the western department C. E. Stiehl has been elected secretary of Orient and Safeguard. A. P. Pedersen of the western department has been elected assistant secretary, and O. G. Bjorgo has been appointed agency superintendent of London & Lancashire and Law Union & Rock.

Mr. Dox has been western manager since 1949. Mr. Stocklmier became manager of the Pacific Coast in the same year.

Messrs. Mather, Vennstrom and Panzer have spent their entire business

(CONTINUED ON PAGE 37)

Highlights of the Week's News

Mississippi agents convention draws big crowd	Page 2
Ad conference holds working meeting at Skytop, Pa.	Page 2
Company-sponsored property course at Illinois Tech graduates 11 future field men	Page 15
Montana EC loss ratio exceeds 400% for 1955	Page 13
T. N. Parker succeeds George Bowles as Virginia commissioner	Page 24
Texas fire and EC results good for 1955	Page 24
Pryatel predicts no compulsory in Ohio during 1957 session	Page 24
Fireman's Fund-Founders merger negotiations definitely ended	Page 32
Stock, mutual agents to file briefs in Oklahoma ad case	Page 9
Spring storm losses in lower Michigan total \$14 million	Page 5
Business offers suggestions on atom indemnity	Page 5
400 attend NAMIA meeting; New Jersey agents elect Anthony Nolan	Page 12
Alterations in FTC A&S rules may cost insurers millions	Page 4
London Assurance group makes major changes	Page 4

Big Crowd, Much Business for Miss. Agents Convention

About 450 agents and guests attended the annual convention at Edgewater Park of Mississippi Assn. of Insurance Agents. Warner Wells Jr. of Greenwood was elevated to president to succeed B. Havard Jr. of Gulfport. Robert Brannin, Starkville, was named vice-president.

Five new directors are Henry Jones of Columbus, Roy Hanf of Greenville, Rea Godbold of Brookhaven, Zach Taylor Jr. of Jackson and Henry Sneed of Gulfport. Clant M. Seay is secretary-manager.

The convention adopted a resolution commending the Mississippi commissioner for acquainting agents and companies with the fair trade practice law enacted by the 1956 legislature, particularly the anti-coercion section. The association also urged the commissioner to give vigorous administration to the recently enacted non-resident agent licensing law.

In another resolution the association requested Mississippi state rating bureau to amend its rules to permit the writing of broad form coverage on unprotected dwellings, as is permitted on protected dwellings. It also asked the insurance department to request National Automobile Underwriters Assn. to separate the premiums and loss experience on automobile physical damage insurance for "finance affiliated insurance companies" and "non-affiliated finance insurance."

The association also recommended

that the Mississippi insurance commission consider reassuming jurisdiction over fire rate deviations. Agents pointed out that unless the insurance commission effectively regulates deviations and requires that they be properly supported, material damage will be done to the fire rating law in general. Another resolution strongly urged the rate bureau to refine and subdivide its present class rating to give more equity to desirable risks. The group commended Mississippi economic council's program on community development. An association member, H. C. Roberts, of Canton, is chairman of MEC's community development committee.

The association also amended its by-laws to provide for election of officers by the association rather than by directors, as has been the practice. Another by-law amendment creates a conference committee to act as a liaison committee with all types of insurers with bureaus and with regulatory authorities.

Greetings from Mississippi Coast Underwriters Assn. were extended by Mrs. Margaret H. Shadoin of Bay St. Louis, president. In his annual report, president Havard emphasized the effective work of the legislative committee the past year. He also urged continued cooperation between companies, agents and bureaus.

Commissioner Davis discussed the new laws and their administration. George S. Hanson, executive secretary of NAIA, stressed the dangers of federal intervention into private business, particularly insurance, and recent hearings and decisions of Federal Trade Commission.

George A. Conner, Baltimore, vice-president of Fidelity & Deposit, dis-

(CONTINUED ON PAGE 16)

Ad Conference Holds Working Meeting at Skytop, Pa.

By CHARLES P. WOODS

Skytop Lodge in the Pennsylvania Pocono mountains was the site of the annual meeting of Insurance Advertising Conference last week. There were 91 members, guests and wives in attendance for the meeting, which



New officers of Insurance Advertising Conference, from the left: A. E. Bulau, Home, vice-president; Ed Schenke, Royal-Liverpool, president, and W. W. Clement, American International Underwriters, secretary-treasurer.

opened with the traditional reception to the president, William H. Doty of Aetna Fire.

Working sessions were held Monday and Tuesday mornings. In the first session the featured speakers were Amos E. Redding, Merle Kingman, managing editor of *Industrial Marketing*, and Donald Hobart, senior vice-president of Curtis Publishing Co.

Mr. Kingman reported on a study of activities of 400 industrial advertising managers. No two advertising managers have exactly the same kind of job, he said, some being concerned primarily with administrative matters, others with creative work or mechanical problems. However, he indicated that advertising managers should also have broad marketing responsibilities, particularly in the areas of market research, sales analysis, and merchandising, which are being neglected in many cases.

Mr. Kingman said advertising managers need to work more closely with sales managers, and could function more effectively if they had the benefit of a written statement of sales objectives.

In response to a question by Mr. Doty, Mr. Kingman said advertising managers who are not marketing minded should join and actively participate in the activities of marketing sales organizations, and should read trade papers in these fields.

Mr. Hobart, describing the rapid growth in the market for insurance, said there are a million and a half marriages annually, creating nearly a million additional households, and said the population will be 206 million by 1975.

Mr. Hobart, noting that policies are being improved, stressed the need for more distinctive and better policy packaging.

The feature of the Monday banquet was the presentation of awards in the IAC annual contest in the use of advertising by local agents. President

Doty and contest chairman Willard S. Burt, National Fire, presented the awards to C. Fred Gund Jr., Crawford, Neb.; Tom Bartlett, North Baltimore, O.; D. A. Traynor, Plattsburg, N. Y.; and Fred W. Jannasch, Gary, Ind.

The grand award, a bronze statuette, was presented to Mr. Gund. A citation was also given the Essex County (N.J.) Agents Assn. for an outstanding newspaper advertising campaign prepared by Atlantic Mutual. The citation was received by Sydney A. DeRoner, chairman of the association.

Mr. Gund said the population of Crawford and its trading area is only 7,000 but that aggressive advertising in all media had produced a new application a day, increasing premiums in 1955 by \$27,000 at an advertising cost of \$2,000. He attributed most of the new business to direct mail advertising, which he said was necessary because it is not physically possible or profitable to canvass his widely scattered farm prospects.

Mr. Traynor said he obtained 216 new accounts in 1955. New premiums amounted to \$16,800 at an advertising cost of \$2790. He attributed 41% of the new business to newspaper advertising and 20% to the use of safety road flares.

Mr. Gund said direct mail need not be expensive. He used a mimeographed letter, with a typewritten fill in of name, address and salutation, and he said he also now uses a facsimile rubber stamp signature. One such letter produced a 21% return in a new business campaign, and a similar letter offering higher limits to existing policyholders got a 52% response.

In the judging of the best company material, the award in the direct mail



C. Fred Gund Jr. of Crawfordville, Neb., receives the grand award for agency advertising from William H. Doty of Aetna Fire, retiring president of Insurance Advertising Conference, at the IAC meeting at Skytop, Pa.

category went to Royal-Liverpool. The winner for trade paper advertising was Hartford Fire. The consumer advertising award was given to Employers group.

Mr. Burt said that there was no general argument among agents as to which methods or media were most effective and that no pre-digested formula will fit the need of every agent.

There were 40 entries in the contest for local agents, and Mr. Burt said that the awards program, now four years old, is becoming a traditional part of the insurance business. The winning portfolios already have been exhibited at one state agents' meeting, and he expressed the hope that other associations will avail themselves of

(CONTINUED ON PAGE 16)

*Experienced Underwriting
Prompt Claims Handling
Special Engineering Service*

**The
TRI-STATE GROUP**

Tri-State Insurance
Company

Midwestern Insurance
Company

Farmers and Merchants
Insurance Company

All
MULTIPLE LINE



Home Offices

Tri-State Insurance Building

Tulsa, Oklahoma

Supreme Court Remands Longshoreman's Suit in Compensation vs Liability Case

The Supreme Court has ruled that although a worker elected to receive workmen's compensation benefits rather than proceed under a third party liability action, when he subsequently decided to sue he was entitled to do so because the district court had not passed on the defense of *laches*. The Court remanded the case, *Czaplicki vs the vessel SS. Hoegh Silvercloud*, to the district court for further proceedings. The high court stated that the present record is inadequate to justify a holding that this action was barred by *laches*.

Czaplicki was injured in 1945 while working as a longshoreman on the *Silvercloud*, owned by Norwegian Shipping & Trade Mission and operated by Kerr Steamship Co. He was injured when some steps, constructed by Hamilton Marine Contracting Co., gave way and caused him to fall five feet. At the time, Czaplicki was employed by Northern Dock Co., insured under the longshoremen's and harbor workers' compensation act by Travelers. Travelers also insured Hamilton. They filed notice with the compensation commission that any WC claim by Czaplicki would be controverted. Three weeks after the accident, Czaplicki elected to accept compensation rather than proceed against third parties, and the award was entered. Travelers paid the award.

In 1952 Czaplicki filed a libel against the vessel, her owners and operators, and the Hamilton company, claiming damages for his injuries on grounds of unseaworthiness and negligence. The district court of southern New York dismissed the libel on the ground that Czaplicki was not the proper party libelant, since his election to accept compensation had operated as an assignment to Northern and Travelers of his rights of action against third parties. The district court overruled Czaplicki's contention that the compensation award was invalid because of alleged procedural defects, and it denied his motion to add Travelers as a party to the action.

The district court found it unnecessary because of this disposition of the case to consider the defense of *laches*, which had been interposed by each defendant. The appeals court affirmed the district court. It held the compensation award valid and the libel barred by *laches* (neglect to do a thing at the proper time). The Supreme Court granted *certiorari* because of the importance of the questions in the administration of the longshoremen's and harbor workers' act.

As to the charge that the compensation award had procedural defects, the Supreme Court ruled the award was a valid one.

The Supreme Court also ruled that under the compensation act, Czaplicki's acceptance of the award had the effect of assigning his rights of action against third parties to his employers, Northern. Travelers, as Northern's insurer, was in turn subrogated to all of Northern's rights. Travelers therefore was the proper party to sue on those rights of action. Travelers also was the insurer of Hamilton, which had constructed the steps on which the accident occurred and might be held liable if its negligence was the cause of the injuries. It might also be subject to a claim over by Kerr or Norwegian Trade Mission if either

should be held liable. The result is that Czaplicki's rights of action were held by the party most likely to suffer were the rights of action to be successfully enforced. In these circumstances, the Supreme Court said it could not agree that Czaplicki is precluded by the assignment of his rights of action from enforcing those rights in an action brought by himself.

The statute assigns to the employer

all right of the person entitled to compensation to recover damages against third parties when there has been acceptance of compensation under an award, but this does not mean that the assignee is entitled to retain all damages in the event of a recovery against a third party, the Supreme Court pointed out. Instead, the statute specifically apportions any such recovery between assignee and employee whose right of action it was originally. It gives to the former an amount equal to the expenses incurred in enforcing the right, expenses of medical care for

the employee, and any amounts paid and payable as compensation, and to the latter any balance remaining. Consequently the injured employee has an interest in his right of action even after it has been assigned.

Normally, the court continued, this interest will not be inconsistent with that of the assignee, for presumably the assignee will want to recoup the payments made to the employee. Since the assignee's right to recoup comes before the employee's interest, and because the assignee is likely to be in a

(CONTINUED ON PAGE 23)

*"I like GENERAL'S
dividends and
excellent payment
of claims"*

says John A. Emerson
of Dover, New Hampshire

"... and so do my policyholders." Mr. Emerson goes on to say, "Such good service and savings keep old business with us, and GENERAL INSURANCE COMPANY OF AMERICA's fine cooperation in getting new business, plus broad coverages and large underwriting capacity, have combined to help us grow rapidly and profitably."

John Emerson has been representing the GENERAL for 15 years. To insure your agency's future get the facts about the GENERAL now.



GENERAL
INSURANCE COMPANY OF AMERICA



One of America's largest and strongest
capital stock fire insurance companies.

Home Office: Seattle, Washington

GENERAL INSURANCE COMPANY OF AMERICA

General Insurance Building, Room 301, Seattle 5, Washington

Send me the facts about the GENERAL

Agency Name _____

Street _____

City _____ Zone _____ State _____

Signature _____

Alterations in FTC A&S Rules May Cost Insurers Millions in Advertising Changes

The official version of the Federal Trade Commission's trade practice rules for the A&S industry contains a change from the earlier text which if upheld will cost insurers several million dollars in junked advertising programs, according to some of the top experts in company ranks.

The change made by the FTC requires A&S insurers to include the complete schedule of benefits in their advertising material if they use such words as "up to" or "as high as" unless "full indemnification is provided in all cases up to such amounts for expenses actually incurred or income actually lost by a policyholder or there is full disclosure, in accordance with rule 5, of the schedule of payments for specified expenses or loss of income for which the policy provides, and there is also a disclosure, in accordance with Rule 3."

The earlier version merely said that it would be an unfair trade practice to use in advertising such words as "up to" or "as high as" unless "full indemnification is provided up to such amounts for expenses actually incurred or income actually lost by a policyholder or there is a disclosure, in accordance with the requirements of rules 3 and 5, that the amount payable will be pursuant to a schedule of payments for specified expenses or for loss of income, and a similar disclosure of such other exceptions, reductions or limitations as may be required by rule 3."

The Federal Trade Commission made the changes in the rules to make them consistent with its ruling in the American Hospital and Life case in which the FTC said the company must disclose all limitations in the policy. The company had advertised it would pay from \$3 to \$150 depending on the seriousness of the operation but the FTC held that this implied the company would pay \$150 for any operating whatever sufficiently serious to justify a surgeon's fee of that amount.

Queried by the NATIONAL UNDERWRITER, an FTC spokesman said it would be all right to use some such wording as "pays up to \$150 for gallbladder operations, up to \$125 for appendectomies, up to \$50 for tonsillectomies, and for other operations according to the schedule in the policy." This alternative would still involve drastic changes in advertising material as compared with present practices, however.

Also it is obvious that citing a few operations and the maximum fees payable for them would run into trouble if the FTC considered that the figures had been inflated for advertising purposes and were out of line with the

fees for operations not mentioned in the advertising.

Nearly all advertisers use "up to," "as high as," or similar expressions. Insurers of course do not intend to provide "full indemnification . . . in all cases," which could force them to pay high fees for trivial operations, nor do they consider it practicable to include the complete schedule in advertisements. So since the FTC means that "up to" can't be used unless full indemnification in all cases is provided or unless the complete schedule is included in the advertising, the consensus among insurers is that the use of expressions like "up to" will have to be abandoned by insurers that want to comply with the FTC rules.

It is true, of course, that insurers cannot be penalized for violating the rules but only for violating the law. The rules are merely what the FTC considers the law to be. It might be that insurers could work out language that would permit use of "up to" or "as high as" that the FTC would agree effectively prevented readers from being misled. Or even if the FTC disagreed the insurers might get the courts to agree the language met the law's requirements.

The FTC is said to be expecting a storm of protest from insurers against having to include the complete schedule of benefits as a condition of being allowed expressions like "up to" and "as high as."

In addition to the changes in rule 2 (b) there were several other changes but these are not regarded as sources of trouble.

In the definitions section, the reference to agents and brokers is taken out of the paragraph defining "insurers" and put in a separate paragraph. This is done to eliminate any possible question about an agent or broker being considered an insurer.

Rule 2 (b) is changed to read: "It is an unfair trade practice for an insurer to use, or cause to be used, in any advertisement such words as 'up to,' 'as high as' etc., in connection with dollar amounts payable for medical, hospital, surgical, or other expenses, or for loss of income, unless full indemnification is provided in all cases up to such amounts for expenses actually incurred or income actually lost by a policyholder or there is full disclosure in accordance with rule 5 of the schedule of payments for specified expenses or loss of income for which the policy provides, and there is also a disclosure, in accordance with rule 5, of such other exceptions, reductions, or limitations as may be required by rule 3."

The last part of the earlier version read, "... unless full indemnification is provided up to such amounts for expenses actually incurred, or income actually lost by a policyholder, or there is a disclosure in accordance with the requirements of rules 3 and 5 that the amount payable will be pursuant to a schedule of payments for specified expenses or for loss of income, and a similar disclosure of such other exceptions, reductions, or limitations as may be required by rule 3."

In rule 2, there is a new paragraph: (f) It is an unfair trade practice for an insurer to use or cause to be used any advertisement which represents directly or indirectly that a policy provides for the payment of certain bene-

fits in addition to other benefits when such is not the fact.

In the preliminary version, rule 5 read:

"It is an unfair trade practice for an insurer to fail to disclose in any advertisement the information required by these rules conspicuously and prominently, and in sufficiently close conjunction with the statement or representation to which such required information relates as will relieve the representation of deception or the capacity to deceive, or to minimize or represent such required information in an ambiguous fashion or intermingle it with the context of the advertising so as to be confusing or misleading."

The final version ends with the words "capacity to deceive." Rule 14 in the earlier version banned advertising which said "that an insurer or a policy or advertisement thereof has been approved by or an insurer's financial condition has been examined and found to be satisfactory by any governmental agency unless such is the fact."

The final version substitutes "That an insurer or any policy or advertisement thereof has been approved by any governmental agency or department unless such is the fact."

There are some other editorial changes but except for them and the changes already described the final version is the same as the preliminary text.

NATIONAL BUREAU

Countrywide Auto Insurance Market Study Authorized

NEW YORK—As a result of exploratory market studies of automobile insurance conducted by Stewart, Dougall & Associates, National Bureau of Casualty Underwriters has authorized the independent market research organization to undertake a countrywide study immediately.

The bureau stated that authorization for the expanded market study was voted by its executive committee acting upon the recommendation of the research committee which had reviewed the results of the exploratory surveys. National Assn. of Casualty & Surety Agents and National Assn. of Insurance Brokers concurred in the recommendation of the research committee that the countrywide study be undertaken.

The bureau pointed out that the market study will consist of two parts. The first part will develop factual data concerning consumer attitudes and buying practices in respect to both automobile liability and physical damage insurance. The second will develop a consensus of producers with regard to the competitive situation and possible solutions of merchandising problems.

Upon completing its field work, the research organization will prepare a report summarizing the findings of the two-part study, will provide interpretive analysis of all pertinent evidence produced and will make recommendations based on the evidence and on their experience as marketing consultants. The report will then be subjected to a critical review by the research committee and representatives of the producers organizations prior to any decision respecting its distribution.

Harry C. Hanna of Superior, Neb., has sold his agency to the Security agency.

London Assurance Group Makes Major Changes

London Assurance group has made several major changes, effective June 30.

Joseph W. Sargent, presently assistant manager of London Assurance and vice-president of Manhattan F. & M., has been appointed deputy U. S. manager of London Assurance and executive Manhattan F. & M.

J. R. Deering, president and a director of Guarantee of Los Angeles since its formation in 1942, is retiring, and Kenneth J. Bidwell, U. S. manager of London Assurance, has been



Kenneth J. Bidwell



John F. Idler



J. W. Sargent

appointed to succeed him. John F. Idler, assistant manager in charge of casualty for the group, has been appointed executive vice-president of Guarantee. London Assurance purchased Guarantee last year.

John J. Rose, local agents at Lansing, Mich., is a candidate for Republican nomination for the state legislature.

STOCKS

By H. W. Cornelius Bacon, Whipple & Co. 135 S. La Salle St., Chicago, June 19, 1956

	Bid	Asked
Aetna Casualty	120	123
Aetna Fire	65	66 1/2
Aetna Life	176	178
Agricultural	34 1/2	35 1/2
American Equitable	36	37 1/2
American Auto	22 1/2	23 1/2
American, (N.J.)	26 3/4	27 1/4
American Motorists	13	14
American Surety	19 1/4	20 1/4
Boston	33 1/2	34 1/2
Camden Fire	27	28 1/2
Continental Casualty	94	97
Crum & Forster com.	56 1/2	58
Federal	34 1/2	35 1/2
Fire Association	51 1/2	52 1/2
Fireman's Fund	59 3/4	60 3/4
Firemen's, (N.J.)	37 1/2	38 1/2
General Reinsurance	44	45 1/2
Glens Falls	66 1/2	67 1/2
Globe & Republic	21 1/4	22 1/4
Great American Fire	36	37
Hartford Fire	149	152
Hanover Fire	41 3/4	42 3/4
Home (N.Y.)	45	46
Ins. Co. of No. America ..	86 1/2	88
Maryland Casualty	33 3/4	34 3/4
Mass. Bonding	37 3/4	39
National Casualty	55	60
National Fire	127	130
National Union	39 1/2	40 1/2
New Amsterdam Cas.	46 1/2	47 1/2
New Hampshire	42	44
North River	35	36 1/2
Ohio Casualty	97	100
Phoenix Conn.	73 1/2	75
Prov. Wash.	24	25
St. Paul F. & M.	55 1/2	57
Security, Conn.	42 1/2	44 1/2
Springfield F. & M.	52 1/2	54
Standard Accident	45 1/2	46 1/2
Travelers	72 1/2	73 1/2
U.S.F. & G.	57 1/2	59
U. S. Fire	24	25

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Business Offers Suggestions on Atom Indemnity

WASHINGTON—The Joint Committee on Atomic Energy, considering House and Senate bills on government indemnity for private reactor installations, heard Charles J. Haugh of Travelers, representing Nuclear Energy Liability Insurance Association, H. W. Hount of Liberty Mutual, representing American Mutual Alliance, and representatives of National Assn. of Insurance Brokers.

The insurance representatives suggested several modifications in the proposed legislation. Mr. Haugh suggested that the financial protection requirement of the Senate bill be amended to an amount equal to private insurance available unless Atomic Energy Commission finds such cover is not available on reasonable terms and conditions from U. S. authorized insurers, or that the atomic facility does not involve a large catastrophe potential. This would be a more readily administered provision and would guard against unreasonably high rates, he said.

He also recommended deletion of the flat fee which AEC would use for research because the amount would be of little use for that purpose.

He reiterated his opposition to reinsurance.

In the House bill Mr. Yount said the workmen's compensation provision should be applied only to those actually working at the facility. Those obliged to pay WC to employees at nearby plants should not be denied their normal subrogation rights. The statement of liability to be covered needs clarification as to whether products liability is included.

Mr. Yount said the legislation has for one purpose enabling the public to turn to a solvent defendant for damages, and he would like to see the penalty dropped which would be assessed against the corporation or individual responsible for the negligence or bad faith.

The \$10,000 annual charge for indemnity coverage by AEC will get compared with insurance rates, he said, and suggested including the grant of government indemnity in the license and making the license fee a function of the power level of the reactor.

He did not object to the reinsurance phraseology but noted the insurance business has not asked for a government reinsurance program. However, the business might have to do this if other sources of reinsurance were inadequate or unavailable.

He said the government should make available money to pay approved claims without waiting for the defendant to make separate arrangements to finance prior payment of claims against him.

The Senate bill preamble seems to be a direct assumption of liability by the U. S. rather than an assurance by the government that those responsible will not be rendered insolvent and thus unable to pay claims, Mr. Yount observed. Also, the AEC hold harmless clause should be eliminated entirely. Insurance requirements of AEC should be flexible, he said.

The brokers recommended amendment of the Senate bill to provide in connection with government indemnity that the services of brokers be included with those of private insurers and ad-

justers, with reasonable remuneration. Manufacturers and other firms customarily depend on their broker and agent for advice and services in connection with their insurance programs and this practice should not be disrupted.

Smith New General Adjuster for GAB

General Adjustment Bureau has promoted A. H. Smith Jr. from manager to general adjuster at Orlando, Fla. G. C. Earle Jr., manager at Winchester, Va., will succeed Mr. Smith. GAB also advanced J. H. Cannon from adjuster at Charlotte, N. C., to manager at Ashville, N. C., to succeed G. S. Gaillard Jr. who has transferred to Raleigh, N. C.

Mr. Smith joined GAB in 1924 at Orlando. Mr. Earle started with GAB in 1947 and has been at Norfolk, Va., and Ashville. Mr. Cannon joined GAB in 1949 at Charlotte.

New W. Va. General Agent

Manhattan F.&M. has appointed Alfred Paull & Son general agent in Wheeling, W. Va., replacing Calley & Clark.

Spring Storm Losses in Lower Michigan Total \$14 Million

Insured losses from spring windstorms, tornadoes and hail in lower Michigan totaled approximately \$14 million according to a compilation by Michigan Insurance Information Service.

The compilation, based on information from adjusters, also estimated total damage in the area between \$21 and \$23 million. Winds and hail caused considerably larger aggregate losses than the tornadoes which hit many parts of the area. Insured losses adjusted involved some 23,000 homes, businesses, industries, farms, mobile homes and automobiles.

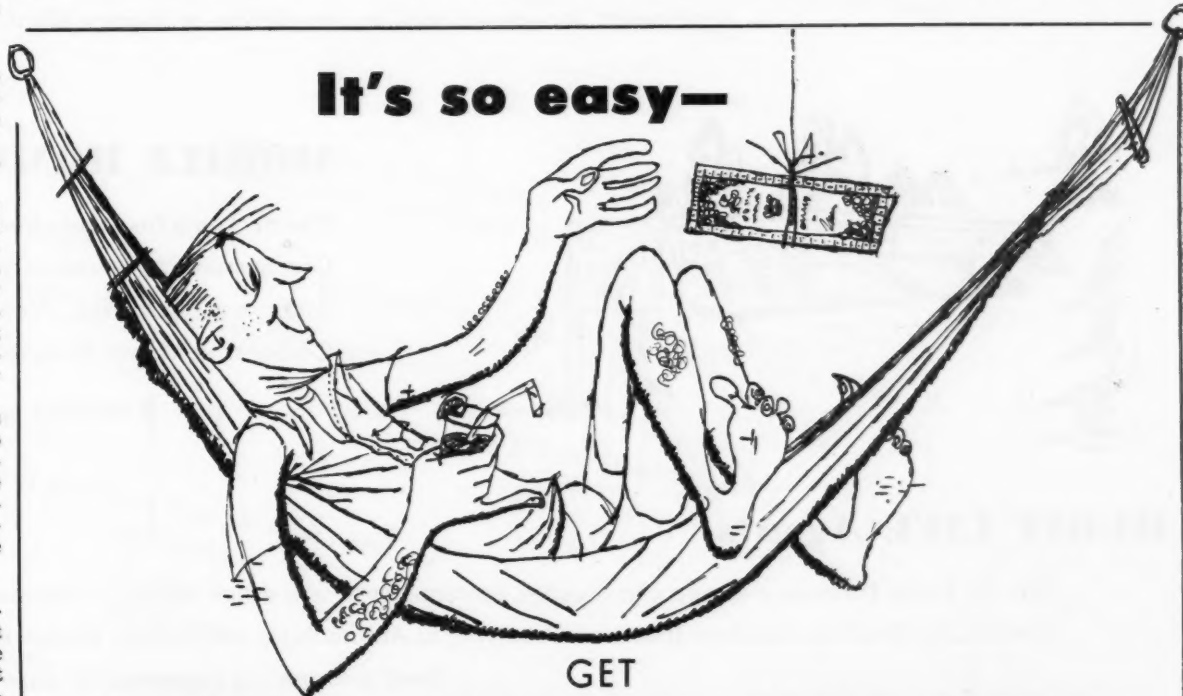
The Muskegon and Flint areas had the largest aggregate losses, the former mainly from hail and the latter from at least two tornadoes. One insurer paid more than \$150,000 in losses in Muskegon alone. Television antennas downed in the Flint storms represented more than \$150,000 in losses, with approximately 3,000 individual

claims. In addition, there were about 100 total losses and 200 major partial losses in the Flint area.

Adjusting staffs numbering close to 200 worked throughout a large part of March, April, May and June, at times working 14-hour days and 7-day weeks. Most total losses were paid within three days. One auto insurer expedited claims by setting up its own teletype circuit to the home office.

Adjustment of losses divulged some interesting facts regarding coverage. Many insured were agreeably surprised to find that their coverage had been broadened last fall without additional premiums.

The Standale shopping center near Grand Rapids, which was hit by a tornado, suffered 22 total losses out of 33, all of them business places. Several insured lacked full-value coverage but it was conceded that settlements allowed an immediate start on rebuilding. The district is now more than half reconstructed. In some instances throughout the area, it was found that property-owners had only fire coverage or sufficient insurance to protect equities in mortgaged properties. Relatively few business places carried U&O.



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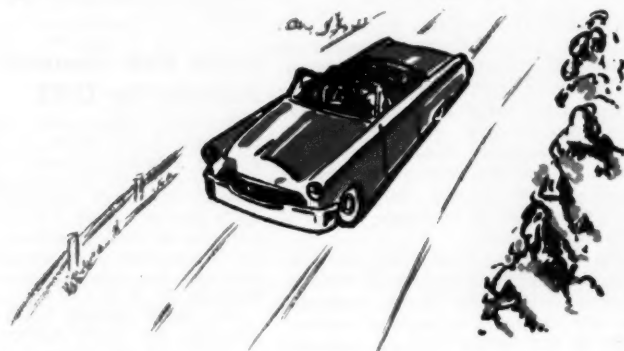
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245 E. First St., 9-7603

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Unusual Agency Contracts....

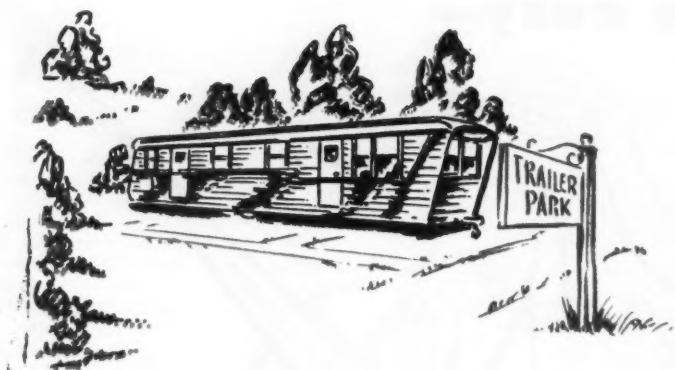
HERE IS YOUR OPPORTUNITY to secure an unusual agency contract if you can meet our qualifications. Application on next page *must be* completed or identical information sent us.



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The St. Louis Insurance Group offers facilities for attractive Retrospective Automobile Commission Contracts.

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MOBILE HOME Agents

The St. Louis Insurance Group offers attractive Agency Commission Agreements for Fire, Theft, Combined Additional Coverage, Vendors Single Interest and Collision on Mobile Homes.

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CREDIT LIFE Agents

The St. Louis Insurance Group can arrange agreements at attractive Agency Commissions for Credit Life, Health & Accident Insurance Applying to Automobiles and Mobile Homes financing.

Send information requested on page at right.



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ST. LOUIS FIRE AND MARINE INS. CO.

THE INSURANCE COMPANY OF ST. LOUIS

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requested)

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St. Louis 8, Missouri

Here is completed Application for an agency contract with one of your four companies:—
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Midwestern Fire & Marine Ins. Co.

St. Louis Fire & Marine Ins. Co.
Insurance Company of St. Louis

Name of Agency_____

Address_____

City_____

Individual_____

Partnership_____

Corporation_____

()

()

()

If Partnership or Corporation,
furnish names of partners or
officers_____

Zone_____

State_____

What does inquiry concern? () Retrospective

From what source does such business originate?

Retrospective) — Banks () Dealers () Finance Accounts ()
Credit Life)
Mobile Home)

() Mobile Home () Credit Life

What volume of premiums may we anticipate?

Retrospective \$_____

Mobile Home \$_____

Credit Life \$_____

What companies do you presently represent? (All classes of carriers)

What is your banking facility?

If you wish, kindly furnish three or four references

Remarks, if any:

TOP HONOR TO NORDGREN

Streich to Helm of IFUA, Blue Goose Elects W. H. Miller

By CHARLES C. CLARKE

GENOA CITY, WIS.—That the principal objective of the Illinois Fire Underwriters Assn.—harder-hitting public relations activities—is nearing fruition was strongly evidenced at the annual meeting last week, generally because of the report members carried the story of capital stock fire insurance to an audience of 17,000 during the past year and particularly because the IFUA first vice-president, G. Robert Nordgren, Aetna Casualty, became the fourth recipient of the coveted Western Underwriters Assn. citation for outstanding service in the midwest. Mr. Nordgren, who because of a promotion and transfer to the home office of Hartford was unable to follow traditional progression to the IFUA

presidency, was cited for his prominent role in agency educational activities and his work as chairman of the public relations committee of IFUA.

The IFUA helm passed from Frank L. Macleod of American to James D. Streich, St. Paul F. & M. Other officers elected are Harold Cannon, Home, 1st vice-president; James W. Hamilton, Boston, 2nd vice-president, and Mrs. Edith Reiss, secretary-treasurer. New executive committeemen are L. W. Berg, Aetna Casualty; C. W. Botsfield, Springfield F. & M.; Harold Scott, American, and John Slade, Kansas City F. & M. R. W. Dressel, Hartford Fire, was named to fill an unexpired term.

Helping to make the three-day meeting at Nippersink Manor resort an action-packed event were the annual meeting of Illinois Blue Goose and a session of Illinois Fire Prevention Assn., presided over by President R. A. Peterson, Phoenix of Hartford. The town inspection program was described by Mr. Peterson as an ideal vehicle field men can use to impress on the public with the job stock fire

companies are doing and at the same time improve relations with agents.

Already in 1956 inspections have been conducted at Olney, Jerseyville and Joliet, with others scheduled at Naperville in September and Streator in November. Mr. Peterson indicated requests for town inspections have been received in large enough numbers to assure a full program next year. He cautioned, however, that the mere scheduling of a full program will bring no credit to the organization. Needed, he emphasized, is full support of the 325-men working force behind the Illinois town inspection program.

The outstanding feature of the Blue Goose gathering was an initiation conducted by the model team that will perform during the grand nest golden anniversary meeting in August. Led by Nelson L. Hake, Aetna Fire, acting as most loyal gander, the model group inducted three goslings with a dignity and solemnity that thoroughly impressed those attending. The model team has been practicing weekly for several months, a fact apparent from the precision performance.

William H. Miller, Security of New Haven, was selected as most loyal gander, succeeding Vincent Mooney, London Assurance. John Mitchell, former North British field man now in the agency business at Chicago, was named supervisor; Kent Macy, New York Underwriters, custodian; Mr. Streich, the new IFUA president, guardian; W. Hale Baldwin, New York Underwriters, keeper, and John Burrage, NATIONAL UNDERWRITER, wielder. Mr. Miller and Lester C. Peterson, Sun, were named to represent the pond at the grand nest meeting.

The pond approved organization of a puddle at Chicago, which, along with puddles at Decatur, Springfield and Peoria, would comprise the Illinois pond. A special committee was named to carry out the organization.

In his IFUA presidential report, Mr. Macleod chronicled activities the past year which brought the group to the forefront in public relations work. Among highlights were a skit on the

broad form dwelling policies, conducted during the Illinois Assn. of Insurance Agents convention and Chicago I-Day and which by tape recordings is getting a national distribution, the regional sales caravan of the Illinois agents and a short course for agents at the University of Illinois. Indicating the breadth of PR work, 73 members participated in 115 events reaching an audience of 17,000. There were many members participating in several events, with 10 members taking part in as many as 10 events.

The IFUA public relations plaque went to Eugene Snediker of Home for making the greatest contribution to the over-all program.

Rounding out the IFUA business sessions were committee reports indicating a strong program on many fronts the past year. Guest speaker was Captain C. B. Jackson, commander of naval recruit training at Great Lakes, Ill., who reviewed naval developments since the early '30s.

There also was a full social program, climaxed by the banquet at which Walter G. Dithmer, assistant manager of Western Underwriters Assn., presented the citation to Mr. Nordgren. Previous winners of the award, established in 1953 and considered one of the highest honors that can be bestowed upon a field man, were Ray W. Kapp, Phoenix state agent in Ohio; Paul B. Olinger, now secretary of Agricultural and formerly in the Illinois field, and Robert B. Maxwell, northwestern special agent of New York Underwriters. Meeting arrangements were made by Hale Baldwin of New York Underwriters.

Mr. Mooney was named to succeed Grant Bissell, Aetna Fire, as editor of *Illini Field News*.

A robbery reminder kit, consisting of eight point-of-use training aids designed to help banks formulate and maintain effective internal security measures, has been mailed its member banks by National Assn. of Bank Auditors & Comptrollers.

A leading insurance company writes—

"During the past six weeks we have performed a careful survey as to the results of our recent adoption of our new policy form. We are pleased to report that our production in policywriting has increased on an average of 26 per cent. The policy typists and checkers are very well pleased with the form and the ease in which the new policy form can be handled."

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Hold World Parley on Earthquakes at U. of California

World Conference on Earthquake Engineering, meeting at the University of California, was told by Prof. G. W. Housner, president of Earthquake Engineering Research Institute, principal sponsor for the conference that to do away with or "water down" (earthquake) protective legislation is playing with dynamite."

E. E. Erickson, Pacific coast manager of Fire Association group, was the keynote speaker. He discussed natural catastrophes vs man's tactics—reviewed records of damage in past quakes and stressed the necessity for quake-resistant buildings and other necessity facilities, such as water mains, etc.

Steel and common-sense will build earthquake-proof structures, H. J. Brunnier, San Francisco structural engineer since 1906, told the conference. Steel, he said, is by far the best material for buildings in "this area" because of its strength and flexibility and that all major multiple story buildings in San Francisco would survive an earthquake. Too much attention is paid to the spectacular damage of an earthquake and not enough to the buildings that survive, he commented, noting that most of the damage in the 1906 disaster was caused by the fire and that many buildings not even designed against earthquakes were undamaged.

John A. Blume, another San Francisco engineer, reported that earthquake engineers are making remarkable strides in measuring the effect of quakes on buildings and that the results of the conference will result in even greater advances toward building safer structures in earthquake areas.

Perry Byerly, director of the University of California seismographic stations, said the frequent minor earthquakes that occur almost weekly in California are, to a certain extent fortunate—"they remind us to build safely."

Karl Steinbrugge, earthquake engineer for the Pacific Fire Rating Bureau and secretary of the institute, presented pictures of earthquake damage from all parts of the world to illustrate faulty construction causing heavy damage and reconstruction results.

State Farm Premiums at Record in First 5 Months

New business written by State Farm Mutual Auto in the first five months of 1956 is at a record level, President Adlai H. Rust said at the company's annual meeting. In the week ending June 9, he reported, more than 29,000 new automobile policyholders were added, a new record. Policies in force now exceed 4,325,000.

The direct fire premiums of State Farm Fire & Casualty are running 60% ahead of the first four months of last year, and State Farm Life as of May 31 had insurance in force of \$969,250,000, a gain in the first five months of \$97,250,000.

Robert L. Bagley and Charles Q. Cox were elected resident vice-presidents, Mr. Bagley at Marshall, Mich., and Mr. Cox at Santa Ana, Cal.

Robert D. Bischoff was promoted from advertising superintendent to director of public relations and is succeeded in the advertising post by Charles B. Foote, who has been assistant.

Stock, Mutual Agents to File Briefs in Okla. Ad Case

Claremont and Cushing, Okla., Assns. of Insurance Agents were given 20 days to file briefs following a hearing June 15 on charges by the mutual agents in those cities of false advertising. Commissioner Hunt presided at the formal hearing last week and overruled the motion on behalf of the stock agents that the case be withdrawn.

The stock agents at Claremont and Cushing some months ago ran advertisements on the failures of mutual companies and the liability of non-assessable policies. The mutual agents immediately protested to Commissioner Hunt, requesting a cease and desist order.

At the formal hearing, the stock agents were represented by G. M. Fuller, an Oklahoma City attorney and a member of the legislature. The mutual agents were represented by Byrne Browman, an Oklahoma City attorney, and John Hamilton Jr., chief counsel of American Mutual Alliance. After the opening arguments, Mr. Fuller said the stock agents are no longer advertising, that due notice should be given the matter and after a postponement of 90 days, during which time the stock agents would not be doing any further advertising, the case should be withdrawn. Mr. Hunt overruled this motion after Mr. Hamilton argued that to disregard this case would be to invite similar uses of such advertising throughout the state. Mr. Fuller had contended that to take action on the Claremont and Cushing situations would be to invite a series of complaints.

At the conclusion of the hearing, Messrs. Browman and Hamilton entered a brief, but Mr. Fuller did not have one prepared and he was given 20 days in which to file his brief and Messrs. Browman and Hamilton an additional 20 days in which to respond.

Ohio Rules Against Trade Stamps for Expirations

COLUMBUS—Superintendent Pryatel has reinstated his former ruling that an offer of trading stamps for insurance expiration dates is in violation of the insurance laws. The previous ruling was overruled by an opinion of the attorney-general last February, to the effect that an offer of this type does not constitute an inducement to buy insurance. Early this month, Attorney-general O'Neill agreed to reconsider this opinion and Mr. Pryatel's action is based on the position that the February opinion is no longer binding.

Manufacturers & Merchants Indemnity has been advertising, since shortly after Mr. O'Neill's opinion, an offer of 100 "top value" stamps in exchange for filling out a coupon giving automobile and household furniture insurance expiration dates and other information. The Kentucky department had previously ruled against this practice and advertisements in the Cincinnati area had stated the offer was not good in Kentucky and coupons would not be redeemed in that state.

Associated Agencies Names Eight New Officers

Associated Agencies, Chicago general agency, has elected eight new officers. They are: Joseph F. Osten, vice-president; Robert L. Adler, A. A. Freeman, Norman F. Lenz, Theodore R. Loeb, Edward C. Mann and David Richmann, assistant vice-presidents,

and Peter M. Wolff, assistant treasurer.

Mr. Osten has been director of the agency's life department for seven years and will continue that capacity. Associated is a general agency for State Mutual Life. Prior to joining Associated, Mr. Osten was Chicago general agent for Security Mutual Life for two years and with Connecticut

General Life for nine years.

Mr. Adler has been with the agency for five years, Mr. Freeman for 10 and Mr. Loeb for 16.

Mr. Richman and Mr. Wolff joined the agency in 1947.

Mr. Lenz has been with the agency for seven years and was previously a special agent for Hartford Fire. Mr. Mann is the firm's safety engineer.

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Keating, Johnson Named Secretaries of Hartford Fire

James F. Keating has been elected secretary of Hartford Fire and J. Stewart Johnson has been named secretary of Hartford Accident and Hartford Fire.

Mr. Keating went to Hartford Accident in 1942 as special agent in Connecticut. He became training center director and was named assistant secretary in 1946. He was elected secretary in 1950 and has supervised the office manager's department since 1952.

Mr. Johnson joined Hartford Accident as personnel manager in 1952.

Standard Accident Offers Agency Management Book

A portfolio on agency management has been developed by Standard Accident to assist agents in profitable operations. The portfolio covers many subjects important to successful agency management, such as:

Effectiveness of a thorough accounting system; posting; volume and profit; and form letters on settlement of

claims, collections, policy renewals and new policies. It also includes suggestions on how to build a prospect list; the use of survey forms; announcements of a new business address and telephone number; and suggestions for business development through advertising and personal solicitation.

Statutory Rise in WC of 1.6% Slated for S. C.

The increase in maximum workmen's compensation benefits from \$8,000 to \$10,000 enacted by the 1956 South Carolina legislature will require a 1.6% increase in WC rates, National Council on Compensation Insurance has indicated in a letter to the South Carolina department. The state got a 5.7% increase last Dec. 31.

The council will not file for the needed 1.6% increase but will incorporate it in the general WC revision for the year, to become effective Dec. 31.

More Atomic Energy Permits

Atomic Energy Commission has issued permits to Aetna Fire, Arkwright Mutual Fire and National Board, giving their qualified personnel access to restricted data of use in the civilian atomic energy program.

Embezzlement in S. C. Bank Is \$600,000

National Bank of South Carolina at Sumter has been paid \$608,500 to cover an embezzlement loss. Primary insurer on the \$100,000 bankers blanket bond was Peerless. In addition, the bank had excess coverage of \$1 million over the primary BBB, written in London Lloyds. The business was placed by Scarborough & Co. of Chicago, which manages the insurance operation of Bank Share Owners Advisory League.

The embezzlement, it is reported, started in 1931. Clarence D. Cooper Jr., vice-president and cashier, was arrested in May and charged with false entries on the bank's books. He allegedly implicated O. B. Nettles, bank teller, who was killed in a 1954 plane crash.

Green Bay Agents Elect Bell

Green Bay (Wis.) Assn. of Insurance Agents has elected Douglas Bell president to succeed Richard Boland. William Pech has been named vice-president and Richard Mayhugh has been reelected secretary-treasurer.

Zurich Ups Seattle to Branch Office Status

The Seattle district office of Zurich will become a branch office July 1.

Truman A. Flowers, district superintendent of agencies, will become manager of the branch, and Harold C. Phillips, senior underwriter, will be made superintendent of underwriting. F. V. Fuller, superintendent of claims, will continue to direct the claim service in the territory.

Mr. Flowers joined Zurich at San Francisco in 1948 as a senior underwriter. Later in the year he became a field assistant, and, in 1950, he was transferred to Seattle in that capacity. In 1951 he was made district superintendent of agencies.

Mr. Phillips has been with Zurich since 1948, starting as an underwriter at San Francisco. He was transferred to Portland in 1951 as a field assistant. In 1954 he went to Seattle as senior underwriter.

Mr. Fuller joined Zurich companies in 1952 as claim superintendent at Seattle.

The Seattle branch will remain under the jurisdiction of the Pacific department of Zurich, which is directed by Joseph R. Allan, with headquarters in Los Angeles.

N. J. Court Holds that Second Injury Is New, Compensable Loss

New Jersey supreme court has affirmed a second injury decision in the case of Heidelberg vs Wallace & Tiernan. The employee suffered amputation of the major portion of four fingers as result of an accident arising from his employment. In a later accident he underwent the amputation of the lower right arm, and the lower court affirmed a ruling that he was again entitled to compensation for the loss of his hand. The award amounts to \$8,812.

The high court ruled that disability or loss of wage earning capacity plays no part in the determination of an award for partial permanent disability, that the question is whether the worker loses any physical function detracting from his body's efficiency. Also, unlike most other jurisdictions, the theory in New Jersey as to awards for permanent disability is not based on interpretation of "disability" in its narrow sense indicating impairment of working or earning capacity, but upon a broad interpretation connoting loss of any physical function or impairment to the worker as a physiological unit. Thus in this case there was a new and compensable loss upon which an award for permanent disability properly was predicted.

Proposes War Coverage on Foreign Flag Craft

WASHINGTON—Government war risk insurance would be extended to foreign flag merchant vessels of allied or associated nations under a bill introduced by Sen. Butler. The Department of Commerce would create a special \$10 million fund for such coverage when U.S. authorized insurers are not providing it. The fund would be self liquidating so far as practicable, and private insurers would act as underwriting agents.

Sterling Opens in Cal.

Sterling Offices has opened a new branch at 465 California street, San Francisco, with Fred H. Roost, vice-president, in charge.

West coast operations were previously directed by Mr. Roost from Vancouver, Canada. B. C. Boutilier is now in charge of that office.

PEPPY FREDDY, the fieldman, says:

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102 East 9th Street
Kansas City, Mo.

N. Y. School Presents Certificates, Prizes to 44 at Exercises

More than 400 attended the closing exercises of the school of insurance of Insurance Society of New York at which nine students received certificates in insurance and 35 others took home 14 awards. Superintendent Holz of New York was principal speaker.

Certificate recipients were Edward C. Winters of Adams & Porter, in agency and brokerage; Christopher S. Kempf of Providence Washington and John Martin of Commercial Union-Ocean, in casualty; Ivo J. Garbarini, broker, in fire underwriting; Richard E. Stavely of London Assurance and George R. Tessmer of American Home, in general insurance; and Morris L. Cohen, broker, Harold E. Lapp Jr. of North British and John C. Sage of Providence Washington, in property loss adjustment.

Prize winners were Marianne Cortuzzolo of W. T. Grant Co., in A&S; John Nelson Jr. of Guy Carpenter & Co. and Richard G. Rath of Yorkshire, in accounting principles; David N. McIntyre of Liberty Mutual, Paul P. Rossetti of American Casualty, James M. Culberson of Chubb & Son, Frank Donovan of Indemnity of North America and Ralph C. Lewis of North American Casualty, in bonding; Edward D. Burke of America Fore, William F. Quinn Jr. of American Foreign Insurance Association, Edward T. Donovan of America Fore and Juan L. Elguezabal of Marsh & McLennan, in casualty.

Also Reinhold I. Martin of Pacific Fire in commercial geography; L. Bruce Kull of Royal Exchange and William A. Allers of America Fore, in fire contracts; Charles F. Jordan Jr. of New York City fire department and Raymond B. Smith of Royal-Liverpool, in fire risk-physical aspects; David J. Lane of National Bureau of Casualty Underwriters and Milos Halouzka of American International Underwriters in general insurance seminar; John C. Lang of Home and Frederick L. Murphy and Robert J. Steimer of America Fore, in inland marine; Joseph M. Kiehling of New Jersey insurance department, in insurance accounting; Annette Burford of Columbia university and Carolyn Blaustein of Public Service Mutual, in principles of insurance and suretyship; Sandra S. Chumsky of Equitable Society, in principles of life insurance, and August R. Jugs of Benedict & Benedict, William T. Donnelly of Atlantic, Rufus Barringer of Chubb & Son, Harry S. Keefe of Boston, James P. McKillop of John C. Monroe and James M. Davis of AFIA, in ocean marine.

Lewis A. Vincent, general manager of National Board, presented the certificates and Carl E. McDowell, executive vice-president of New York Board of (marine) underwriters awarded the prizes.

Naughton Named at K. C.

Gordon Naughton has been promoted to underwriting manager at Kansas City for Hawkeye-Security. He has been with the home office and Iowa and Kansas City branch offices in various underwriting capacities since 1952.

Milwaukee Board to Meet

Milwaukee Board has scheduled a special meeting June 26 at the Astor hotel to vote on a proposal that the by-laws be amended to eliminate the forfeiture fund requirement set up in 1879 and provide for return of the \$100 "good faith performance" deposit

required from each primary member of the board.

Richard J. Kelly, manager of Road Aid, will discuss the plan at the meeting and explain how it can be extended to Milwaukee and state.

Lawyer Addresses Mass. Group

John Kelly, Boston insurance lawyer, addressed Western Massachusetts Casualty Underwriters Assn. on the application of Massachusetts law on company cancellations, at the final meeting of the year in Springfield.

Okay \$50 Deductible EC Policies in Va.

Virginia corporation commission has ordered effective immediately that \$50 deductible clauses be mandatory for all extended coverage policies. The commission ruled out a request by Virginia Insurance Rating Bureau that non-deductible policies be available at a \$10 additional annual premium.

Iowa Assn. of Insurance Agents will hold its annual agent's institute at the University of Iowa, Nov. 7-9.

N. E. Mutual Fire Assn. Elects Rowe President

Mutual Fire Insurance Assn. of New England has elected as president Minott M. Rowe, president of Worcester Mutual, to succeed C. A. Peterson of Merchants & Farmers.

Others elected were Harvey McArthur, president of Quincy Mutual, and Francis S. Goff Jr., secretary of and John N. Tully, president of Dorchester Mutual, and Thomas Bates, president of Hingham Mutual, executive committee members.

Why Insurance Advertising is "different"

Prestige, good will, consumer acceptance—all branches of insurance depend upon these more than does any other business. Manufacturers of every conceivable commodity starting with automobiles, trucks and tractors and continuing through such commonly purchased things as household appliances, furniture, clothing; drugs; cosmetics and food stuffs; all are big advertisers; all spend a relatively high percentage of their gross income in various forms of advertising.

But the advantage they have is that they can show and picture what it is they have for sale. They do not have to describe it or play upon the imagination of the reader to have him gain a conception of it. Instead, they can illustrate it, picturize it, and the prospective purchaser in the store may look at it, handle it, feel it and in many cases even purchase it on a trial basis, under an agreement allowing him to turn it back if it is not satisfactory.

In contrast, insurance has no finished goods to show, almost nothing to illustrate except disaster or stunning loss which, of course, have no public appeal. What insurance companies have to sell cannot be illustrated by the use of attractive colors or pictures of pretty girls in bathing suits, and so it is for all of these reasons that an insurance company, particularly in its trade paper advertising, must make an entirely different approach.

Through its performance it must establish the right kind of a reputation, gain prestige, and achieve good will among those who are producing the premiums. "Consumer acceptance" which is talked of so generally in advertising circles, is obtained in the insurance business by the agent, and so the basic advertising problem of insurance companies is to sell the agent first, and he in turn will sell the public.

Long ago we learned that readers of advertisements are resentful of overstatements, claims that cannot be substantiated, and contentions that are downright misleading. With this in mind we will say no more for advertising in The National Underwriter than that it will help any company to make the most of what it has.

The NATIONAL UNDERWRITER

Largest Circulation of Any Weekly Insurance Newspaper



Number 39 of a series.

YOU ARE THE STAR

FOR QUALITY PROPERTY INSURANCE SEE YOUR HOMETOWN AGENT!

businessmen at work



These men are tending to business. Very much so! They are taking a quick "refresher course" on property protection—learning how insurance has changed, and how to get the most benefit from modern business insurance.

You or your businessmen's group can arrange for such an up-to-date presentation through the agent or broker of The Home Insurance Company. He knows all the policies and how to make them serve your needs best. Naturally, he sells quality insurance. Every good businessman knows you get what you pay for—and you get most value when you buy the best. That's especially true of insurance, whether it's on your business, your home, your car or anything else you own.

Why not talk to your Home Insurance man soon? You'll find it's time well spent.

THE HOME
Insurance Company



Home Office: 59 Maiden Lane, New York N. Y.
FIRE • AUTOMOBILE • MARINE
The Home Indemnity Company, an affiliate, writes
Casualty Insurance, Fidelity and Surety Bonds
A stock company represented by over 40,000 independent local agents and brokers

400 Attend NAMIA Meeting; N. J. Agents Elect Anthony Nolan

About 400 attended the midyear convention of National Assn. of Mutual Insurance Agents in Atlantic City. The convention closed with a bus trip to the new home office of Pennsylvania Lumbermens Mutual in Philadelphia and a banquet at the convention site.

Meeting in conjunction with NAMIA, New Jersey Assn. of Mutual Insurance Agents elected Anthony Nolan of East Paterson president, Albert A. Shoudy of Westwood vice-president, J. Frank Budd of Somerville secretary (reelected), and Francis V. Wood of Haddon Heights treasurer.

C. Robert Gruver of Gray & Rogers advertising agency of Philadelphia urged NAMIA to consider carefully the advantages a public relations campaign would give in competition with direct writers and stock companies. He pointed out that a recent survey showed 92% of mutual agents indicated their PR were inadequate.

Miss Helen Remler, local agent of Meadville, Pa., cautioned agents who are employers to make sure their own mistakes are rectified as the first step in improving employer-employee relations.

Other speakers included Dr. Leonard W. Parkhurst, medical director of Benjamin Franklin clinic of Pennsylvania hospital, Philadelphia, and Roy R. Allsopp, local agent of Waynesboro, Pa.

A series of sales demonstrations featured J. F. Montgomery of Jackson, Miss., W. Frank Wood of Cleveland, Miss., Ralph B. Williams and William Frick of Kansas City, Henry D. Bean of Haddonfield, N. J., Benjamin Sager of Cleveland, O., Anthony Nolan of East Paterson, N. J., and Fred Holdner, special agent of Merrimack Mutual.

Commissioner Howell of New Jersey and Mrs. Howell were guests.

N. Y. Board Names Wallace

A. C. Wallace, vice-president of Agricultural, has been named chairman of the electricity committee and a director of New York Board.

Ill. Agents Ask for UM Endorsement as Aid Against Compulsory

Illinois Assn. of Insurance Agents, through its automobile committee, has adopted a resolution opposing compulsory auto insurance and supporting the uninsured motorist endorsement.

President Joseph F. Prola, Springfield, in a letter to the members says the association feels the UM endorsement is the most readily available and can be an effective answer to the proponents of compulsory. The agents, he said, would like the broadest form of a UM endorsement, "at a very nominal cost," to be filed with the insurance department at once so the agents would have the time needed to sell the endorsement widely before the legislature convenes in January.

The agents are asked to give their reactions and those of their companies either for or against making the UM endorsement available in Illinois.

Oil Assn. Names Kunkle Coast Manager

Elton J. Kunkle has been appointed resident manager of the Pacific coast department of Oil Insurance Assn. He will have headquarters at Los Angeles, succeeding John R. Gray, resigned.

Mr. Kunkle is a chemical engineer graduate of Carnegie Tech, and has been with Oil Assn. for eight years in Chicago, New York and Tulsa. For the last 12 months he has been in the Pacific coast department.

John L. Carlson, special representative, is being transferred from New York to the Pacific department to assist Mr. Kunkle in field service work. He is a graduate chemical engineer and has been with Oil Assn. for seven years.

Phoenix Agents Hear Shoaf

Gordon Shoaf, deputy director of the Arizona department, discussed federal intervention in insurance at the June meeting of Phoenix Assn. of Insurance Agents.

He maintained that Arizona was in a strong position as far as federal control is concerned since "it has an insurance code second to none and its requirements of capital and surplus are above the national average."



**THE
UNITY**
FIRE AND GENERAL
INSURANCE COMPANY

JOHN A. HEINZE, Chairman of the Board

Domestic
Multiple Line
Reinsurance

Foreign Field
Multiple Line
Direct Insurance
and Reinsurance

90 JOHN STREET, NEW YORK 38, NEW YORK
TELEPHONE: BARCLAY 7-2320 CABLE: UNITYINS

This ad of The Home Insurance Company is aimed at getting an audience for *you*—the best businessman in your town.

You get a group together—or even a single prospect. Your Home fieldman will help you to turn talk into premiums!

This advertisement appears in color in:

Business Week—July 7 • Newsweek—July 16 • Time—July 16 • U. S. News & World Report—July 27 • Nation's Business—August • Town Journal—August • American Home—August
Better Homes & Gardens—August

Insurers Plan to Challenge W. Va. Tax

West Virginia fire and casualty insurers, stock and mutual, and life companies plan to tackle the constitutionality of the new corporation tax on out of state and domestic insurers. The tax, which becomes effective July 1, imposes payments ranging from \$25 to \$5,000 a year on insurer organizations, the amount depending on capital or unassigned surplus, whichever is greater.

The tax is in addition to the premium tax of 2%, a \$50 license fee, and the \$50 annual report fee. The auditor's office has mailed out some bills for the new tax but is understood to have held the checks because of the certainty that the new law would be challenged.

There is talk about a special session of the legislature and possible repeal of the tax.

UCLA Forms Insurance Society

The business school of University of California at Los Angeles has formed an Insurance Society to further insurance education and activities.

The first meeting will be held June 25 and will include a panel discussion of "The Problems of Attracting Qualified People to the Insurance Industry." Speakers are Robert L. Woods, general agent of Massachusetts Mutual Life; John Adams of the university, and Charles Rathbun of American.

The establishment of a permanent insurance library will be one of the first objectives of the society.

Insurance Accountants Assn. of San Francisco will hold its annual conference, Oct. 23, at the St. Francis hotel. S. A. Dersey of United Pacific is chairman.

1955 Loss Ratio on EC in Montana Exceeds 400%

Results of 1955 fire business in Montana show a 405% loss ratio on extended coverage, premiums amounting to \$1,913,398 and losses \$7,675,980. The Billings catastrophe produced the bulk of the EC losses.

Stock companies had a loss ratio of 354% on EC last year in Montana, while mutuals and reciprocals were nearly twice as hard hit with a ratio of 705%.

Total property and casualty premiums in Montana last year were \$39,373,667 with a 65% loss ratio, compared to 53% in 1954 on \$36,022,386.

For all fire lines, the loss ratio is 41.4% as against 27% in 1954.

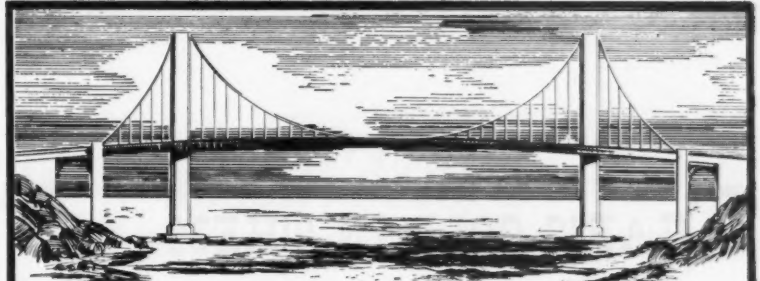
Crop-hail business produced \$5,135,799 of premiums and a loss ratio of 52.9%. The leading writer was Home, with Aetna Fire second.

OK St. Louis School

Insurance Recommendation

The St. Louis board of education has accepted the recommendations of its insurance committee for an insurance program to cover school system properties for fire and EC, with the insurance to be purchased by the secretary-treasurer of the board. He shall determine the amount and type of coverage and select the brokers to handle the business. With one exception, none of the school properties previously were insured.

The Robinson, Long, Wilson, Gorin & Wilson agency of Louisville on July 1 will become Long & Gorin, with John S. Long and George D. Gorin as principals. William H. Wilson is retiring from the agency, which was formed in 1883.



We Provide Producers Exceptional
BREADTH and STRENGTH
in the Accident and Sickness Field

through

Lloyd's London, Continental Casualty Co.,
Union Mutual Life Insurance Co.

SUBSTANDARD ACCIDENT & SICKNESS
NON-CAN & GUARANTEED RENEWABLE DISABILITY
NON-CAN & GUARANTEED RENEWABLE FAMILY HOSPITALIZATION
COMMERCIAL DISABILITY & MEDICAL REIMBURSEMENT
SALARY CONTINUANCE PLANS
GROUP TRAVEL ACCIDENT
GROUP DREAD DISEASE
AVIATION & OVERAGE COVERAGE
KEY MAN DISABILITY
NON-APPEARANCE
CATASTROPHE MEDICAL

A Quarter Century Devoted To Serving The Agent and Broker Exclusively

**NEWHOUSE and
HAWLEY, inc.**

135 S. LA SALLE STREET • CHICAGO 3, ILLINOIS • State 2-1285 • Teletype CG-1026
70 PINE STREET • NEW YORK 5, N. Y. • Bowling Green 9-0882 • Teletype NY 1-2823

CASUALTY REINSURANCE PROBLEMS?

AMERICA'S OLDEST REINSURANCE GROUP IS AT YOUR SERVICE.
OUR CASUALTY STAFF HAS HAD LONG EXPERIENCE IN THE
PRIMARY FIELD AND IS WELL EQUIPPED TO REVIEW YOUR
REQUIREMENTS AND RECOMMEND A SOUND PROGRAM.

THE
SKANDIA
INSURANCE COMPANY

Casualty Lines
W. R. MORPETH Jr.
C. M. POND

THE
PRUDENTIAL
INSURANCE COMPANY
OF GREAT BRITAIN

President
J. A. MUNRO

THE
HUDSON
INSURANCE COMPANY

Fire Lines
M. V. LANNING

90 JOHN ST., NEW YORK 38, N. Y. • Whitehall 3-9484

THAT'S GOLD IN THEM THAT BOILERS!



PREMIUM GOLD for the agent. And you don't have to crawl inside boilers looking for it. We have 200 engineers, boiler and machinery specialists like the one in the "monkey-suit" above, who do that. All you need to do is to list your prospects and call your Royal-Liverpool Multiple-line fieldman who will be glad to arrange for premium quotations.

ROYAL • LIVERPOOL Insurance Group

CASUALTY • FIRE • MARINE • SURETY
150 WILLIAM ST., NEW YORK 38, N. Y.

ROYAL INSURANCE COMPANY, LTD. • THE LIVERPOOL & LONDON & GLOBE INSURANCE COMPANY, LTD. • ROYAL INDEMNITY COMPANY
GLOBE INDEMNITY COMPANY • QUEEN INSURANCE COMPANY OF AMERICA • NEWARK INSURANCE COMPANY • STAR INSURANCE
COMPANY OF AMERICA • AMERICAN AND FOREIGN INSURANCE COMPANY • THE BRITISH & FOREIGN MARINE INSURANCE
COMPANY LTD. • THAMES & MERSEY MARINE INSURANCE COMPANY, LTD. • VIRGINIA FIRE & MARINE INSURANCE COMPANY

Convention Dates

June 27-July 1, National Assn. of Public Insurance Adjusters, annual, Klamisha Lake, N. Y.
June 28-30, North Carolina Assn. of Mutual Insurance Agents, annual, Mayview Manor, Blowing Rock.
July 12-14, International Assn. of Insurance Counsel, annual, Greenbrier hotel, White Sulphur Springs, W. Va.
Aug. 8-10, Alaska Assn. of Insurance Agents, annual, Fairbanks.
Aug. 12-15, West Virginia Assn. of Insurance Agents, annual, Greenbrier hotel, White Sulphur Springs.
Aug. 19-24, Blue Goose Golden Anniversary Convention, Schroeder hotel, Milwaukee.
Aug. 20-21, South Dakota Assn. of Insurance Agents, annual, Cataract hotel, Sioux Falls.
Aug. 20-22, International Federation of Commercial Travelers, annual, The Greenbrier, White Sulphur Springs, W. Va.
Aug. 20-24, Honorable Order of Blue Goose, International, 50th Grand Nest, Milwaukee.
Aug. 23-24, Federation of Insurance Counsel, annual, Shamrock hotel, Houston.
Aug. 23-25, Texas Assn. of Mutual Insurance Agents, annual, Ft. Worth.
Aug. 30-Sept. 1, Montana Assn. of Insurance Agents, annual, Helena.
Sept. 5-7, Oregon Assn. of Insurance Agents, annual, Multnomah hotel, Portland.
Sept. 9-10, Vermont Assn. of Insurance Agents, annual, Middlebury Inn, Middlebury.
Sept. 9-11, Washington Assn. of Insurance Agents, annual, Davenport hotel, Spokane.
Sept. 9-12, Idaho Assn. of Insurance Agents, annual, Sun Valley.
Sept. 10-11, New Jersey Assn. of Insurance Agents, annual, Traymore hotel, Atlantic City.
Sept. 10-12, New Hampshire Assn. of Insurance Agents, annual, Crawford House Club, Crawford Notch.
Sept. 12-14, Maine Assn. of Insurance Agents, annual, Samoset hotel, Rockland.
Sept. 12-14, Society of CPCU, annual, Cincinnati.
Sept. 12-14, Michigan Assn. of Insurance Agents, annual, Pantlind hotel, Grand Rapids.
Sept. 16-18, Insurance Federation of North Dakota, annual, Bismarck.
Sept. 17-18, Minnesota Assn. of Mutual Agents, annual, Leamington hotel, Minneapolis.
Sept. 17-19, International Claim Assn., annual, Hotel Chamberlain, Old Point Comfort, Ft. Monroe, Va.
Sept. 17-20, National Assn. of Insurance Agents, annual, Waldorf-Astoria, New York.
Sept. 18-21, Mutual Loss Managers' Conference, Hotel Statler, New York.
Sept. 24-25, Utah Assn. of Insurance Agents, annual, Salt Lake City.
Oct. 7-9, Pennsylvania Assn. of Insurance Agents, annual, Bedford Springs hotel, Bedford Springs.
Oct. 7-10, National Assn. of Casualty & Surety Agents, annual, White Sulphur Springs, W. Va.
Oct. 7-10, National Assn. of Casualty & Surety Executives, annual, The Greenbrier, White Sulphur Springs.
Oct. 11-12, Nebraska Assn. of Insurance Agents, annual, Hotel Cornhusker, Lincoln.
Oct. 14-17, Federation of Mutual Fire Ins. Companies, annual, Sheraton-Gibson hotel, Cincinnati.
Oct. 14-17, National Assn. of Mutual Insurance Companies, annual, Sheraton-Gibson hotel, Cincinnati.
Oct. 15-17, California Assn. of Insurance Agents, annual, Sheraton-Palace hotel, San Francisco.
Oct. 15-17, Ohio Assn. of Insurance Agents, annual, Cleveland.
Oct. 16, North Dakota Assn. of Insurance Agents, annual, Eagles Club, Bismarck.
Oct. 16-17, Massachusetts Assn. of Insurance Agents, annual, Sheraton Plaza hotel, Boston.
Oct. 17-19, Insurance Accountants Assn., annual, Hartford.
Oct. 19-20, South Carolina Assn. of Insurance Agents, annual, Myrtle Beach.
Oct. 21-23, Insurers of Tennessee, annual, Noel hotel, Nashville.
Oct. 21-23, Maryland Assn. of Insurance Agents, annual, Lord Baltimore hotel, Baltimore.
Oct. 22-23, Arizona Assn. of Insurance Agents, annual.
Oct. 22-24, National Assn. of Mutual Insurance Agents, annual, Shoreham hotel, Washington, D. C.
Oct. 22-24, Wisconsin Assn. of Insurance Agents, annual, Schroeder hotel, Milwaukee.
Oct. 22-24, Western Underwriters Assn., annual.
Oct. 25, American Institute of Marine Underwriters, annual, New York.
Oct. 28-30, Kansas Assn. of Insurance Agents, annual, Broadview hotel, Wichita.
Oct. 28-30, Illinois Assn. of Insurance Agents, annual, Springfield.
Nov. 7-9, Michigan Assn. of Mutual Insurance Agents, annual, Pantlind hotel, Grand Rapids.
Nov. 11-13, Kentucky Assn. of Insurance Agents, annual, Kentucky hotel, Louisville.
Nov. 16-17, Kansas Assn. of Mutual Insurance Agents, annual, Jayhawk hotel, Topeka.
Nov. 26, National Assn. of Mutual Casualty Companies, annual, Edgewater Beach hotel, Chicago.
Nov. 26-28, American Mutual Alliance, annual, Edgewater Beach hotel, Chicago.
Nov. 28-30, South-Eastern Underwriters Assn., semi-annual, Pinehurst, N. C.
Dec. 3-7, National Assn. of Insurance Commissioners, semi-annual, di Lido hotels, Miami Beach.

I've recommended you
to a friend because
I like your
BDA service



Good insurance business is founded on service — by Agent and Company working as a team. Teamwork is very important in boiler and machinery insurance, and many of the services are of a technical nature and must be performed by the insurance company. Hartford Steam Boiler is at your service with specialized knowledge, facilities and experience gained in 90 years devoted to Power Plant Insurance exclusively.

It offers you service **B**efore the policy is issued, with expert underwriting assistance; **D**uring the life of the policy, with accident-prevention service; and **A**fter an accident (should one occur) with prompt, on-the-spot co-operation by specialists who know power plant equipment inside and out.

The best service is best for you.



INSPECTION
is our middle name

The
HARTFORD STEAM BOILER
INSPECTION
and INSURANCE COMPANY
Hartford 2, Connecticut

**THE OLDEST INSURANCE
COMPANY IN THE WORLD**



55 FIFTH AVE., NEW YORK

Fire and Casualty Insurance

COMMENTS - TRENDS - OBSERVATIONS

Company-Sponsored Property Course at Illinois Tech Provides Insurers Excellent Annual Crop of Potential Young Field Men

By JOHN C. BURRIDGE

The graduation of the sixth class of company-sponsored scholarship students in the property course at Illinois Institute of Technology took place this month in ceremonies at the Union League Club, Chicago. The scholarship course, which has been termed by the education editor of one of the Chicago newspapers as the finest thing of its kind in the country, is designed primarily to train future field men. Western Underwriters Assn. activated the program and has the responsibility of carrying it through, and nearly all of the member companies having western department or branch offices in Chicago have participated. Kenneth S. Ogilvie, assistant manager, is in charge.

The 1956 graduating class was com-



James W. Dunn, America Fore, receives his certificate from Herman P. Winter, vice-president of America Fore.

prised of 11 students who now take on full time job responsibilities with eight companies.

Mr. Ogilvie acted as master of ceremonies at the graduation dinner and the certificates were presented to the graduates by their company managers, who turned out in force.

The scholarship program at Illinois Tech is a two year accelerated course and those completing it offer the sponsoring companies as fine a group of young potential field men as can be obtained anywhere.

The young men going into the course are assigned by WUA to companies, which pay their full tuition. The students attend class in the morning and work for the companies in the afternoons and receive pay for the time they are on the job. In addition they are given other emoluments, and it is possible for a young man to go through the scholarship course without having to use money other than that which

he receives from his sponsoring company. During the two years the student works in nearly every department of his sponsoring company and gains a familiarity with the procedures in underwriting, accounting, claims, etc. The company knows by graduation time where the interest of the student lies and has a reasonably good idea of how fast he can be developed and put into the field.

Not everyone who starts out in the scholarship program graduates, of course. It is a tough schedule calling for a lot of study and hard work and long hours. Those who succeed, however, have a real interest in insurance and a better knowledge of its operation than the college graduate who has taken four years of study.

That companies feel they are getting the results they want from this program was shown not only by the fine turnout of managers, but by the fact that one of the companies, at least, instructs each of its field men in the western department territory to turn up an applicant a year. The regular method of obtaining scholarship students is to have the public relations committees of the field clubs explain the program to high school principals who in turn offer it to their graduating classes. The course is difficult enough so that only the top 20% of the high school graduating class is encouraged to participate. Some of the students have had a year or two of college.

In his remarks, Mr. Ogilvie addressed himself to the company managers as well as to the graduates, commending the managers for coming to the dinner and showing their interest in the program and giving it encouragement. He had a word of caution

Kenneth S. Ogilvie, assistant manager of Western Underwriters Assn., giving what amounted to the commencement address to the property graduates of Illinois Tech. At the left is John J. Ahern, professor of fire protection engineering at Illinois Tech., and at the right are Bruce Titus, one of the graduates, and C. L. Day, western department secretary of North British.



Richard W. Wolfe receives his graduation certificate from Brice M. Draper, assistant manager of Hartford Fire.

for the students, now that they are embarking on a full-time insurance career, to remember that the companies have a substantial investment in them, saying he hoped the young men would not be "lured by the siren song" of other insurers and move around in the business from job to job. The companies that sponsored the students, he remarked, will move them along as fast as possible, already having a good idea of how much more training is needed and where the main talent lies.



The sixth graduating class in the property course at Illinois Tech and the companies with which they are affiliated, from left: Bruce E. Titus, North British; Dennis L. Walbrandt, American; Richard W. Hartsock, Home; George M. Egbert, Phoenix of Hartford; James W. Dunn, America Fore; Richard W. Wolfe, Hartford; Stephen P. Ziegner, Royal; Robert L. Ritzie, National Fire; Richard A. DeBeikes, Hartford; Paul Swadener, America Fore, and David G. Anderson, Hartford.

P. S. Beebe, vice-president and western manager of Hartford Fire, whose company had three students graduating, spoke briefly, remarking on the value of the program to his company. The certificates to the Hartford graduates were presented by Brice M. Draper, assistant manager, who was in charge of the young men in their work with the company.

Bruce E. Titus, who is with North British and is president of the graduating class, said he felt that no matter what he might have chosen to do "it couldn't have been better" than the Illinois Tech course.

WUA is still accepting and will be accepting through the summer applications for the course beginning in September. The companies could easily place 25 graduates a year, but the 1956 fall enrollment is a little smaller than usual and the field men are being urged to continue their efforts to find qualified applicants.

Rev. Morris Gives Up His Sit-Down Strike in Iowa Department Anteroom

DES MOINES—The Rev. Sam Morris, San Antonio, temperance leader and ousted president of Preferred Risk Mutual, has ended his five-week sit-down strike in the Iowa insurance department.

Rev. Morris, who had been sitting in the outer office of the department daily, announced he would file a suit in federal court to regain his position as head of the company. He had started his strike contending he would maintain his office at the department until Commissioner Bennett named a new board of directors.

Originally Rev. Morris filed a \$1 million damage suit against the other officers of Preferred Risk and asked for \$31,000 in back salary, but the board voted to oust him as president. In addition the other officers filed a \$50,000 damage suit against Rev. Morris.

Rev. Morris had objected to the officers hiring certain employees who were not non-drinkers. The company contended that it could not fill all of its positions with non-drinkers. The company limits its automobile policies to teetotalers.

NO. 9 OF A SERIES



Service does Pay

Says a Pearl-American Agent in Upstate New York. This is his story:

"To us service on claims is most important. A short time ago the daughter of one of our clients drove to New York City on a combination vacation and shopping trip. As she reached the middle of Manhattan she was involved in an accident which fortunately did not result in personal injuries but did serious damage to the car. She phoned our office immediately and we in turn phoned your New York office. Within an hour your representative not only had the young lady registered in a good hotel but in addition had arranged for the immediate repair of the car. Two days later the car was repaired and the young lady was able to use it for the balance of her stay in New York City and also drive it home. Naturally she and her father were very happy over the efficient and courteous way this claim was handled and told their friends. We in turn can trace several very desirable new lines on our books to their satisfaction."

Every Pearl-American Agent has at his command the facilities of one of the world's greatest companies. We invite your inquiry.

WE BELIEVE

the properly qualified "Independent" local agent can best SERVE the insuring public. Unlike the "Captive" agent he is free to utilize the insurance facilities of the world. In the present and continuing struggle between "Independent" and "Captive" agents it is important that this capacity of THE "Independent Local Agent" to SERVE be emphasized again and again. This series of twelve actual stories of everyday service rendered by "Independent" agents is published in that spirit. Reprints are available without cost or obligation.

PEARL AMERICAN INSURANCE GROUP

PEARL ASSURANCE COMPANY, LTD.
THE EUREKA SECURITY FIRE & MARINE INSURANCE CO.
MONARCH FIRE INSURANCE COMPANY
HOME OFFICE: 19 RECTOR ST., NEW YORK 6, N. Y.

You'll like our fieldman who:

case history #619



**HELPED AGENT PRODUCE
OVER \$6,000 IN NEW
BUSINESS INTERRUPTION
PREMIUMS!**

You'll like the

Since 1864

**NEW YORK UNDERWRITERS
INSURANCE COMPANY**

90 JOHN STREET • NEW YORK 38, N. Y.

FIRE • AUTOMOBILE • INLAND MARINE

Mississippi Agents Hold Busy Annual Parley

(CONTINUED FROM PAGE 2)

cussed "Dishonesty Defies Discovery." Robert McFarland Jr., assistant secretary of Southeastern Underwriters Assn., commented on National Board advertising program, and Fred L. Hetzler of Centerville, a Mississippi legislator and member of the associa-



Burley Havard Jr.



Warner Wells

tion, on legislation. Mr. Hetzler is vice-chairman of the house recess insurance committee, and he urged support and constructive criticism from all segments of insurance. Frank R. Reilly, New York City, assistant secretary of Time Payments, dealt with premium installment financing.

I. A. Rosenbaum Jr. of Meridian, reported on the southern insurance institute to be held at University of Mississippi the week of July 9. He was selected to receive the J. H. Johnson memorial award, established by O. Shaw Johnson, son of the late J. H. Johnson, a former president of Mississippi association and former Mississippi insurance commissioner. The award was made to Mr. Rosenbaum for his work in connection with the educational projects of Mississippi association.

The special convention for children was sponsored by W. C. Sours Jr., manager of Boston and Old Colony. Mrs. R. D. Portwood of Gulfport was in charge of ladies entertainment.

Ed Schenke Elected

Ad Conference President

(CONTINUED FROM PAGE 2)

the opportunity to use the portfolios. At the closing business session new officers were elected. They are, Ed Schenke, Royal-Liverpool, president; A. E. Bulau, Home, vice-president, and W. W. Clement, AIU, secretary-treasurer. Elected to the executive committee for a two year term were W. H. Hackett, American; William J. O'Meara, Aetna Life companies, and

Thomas H. Sherlock, Fidelity & Deposit.

Training agents to perform a high standard of professional service has never been more important than in today's competitive market, Amos E. Redding, secretary of Aetna Casualty, told the conference. Mr. Redding, founder and director of the Aetna Casualty sales course, said that not only in the general insurance business but in practically every other business as well, the competitive effort in the field of distribution has been sharpened to the point that it is now the most acute in the current century.

Acknowledging the key position of the agent in insurance distribution, he said unless the agent is a strong link in the organizational chain the agency system can be successfully attacked by organizations following competing plans of distribution.

Insurer advertising and educational departments build up the agent on a sound, substantial basis and equip him with the tools to convince the public of the value of agency service, he said.

The direct writing companies are the discount houses of the insurance business, he added. Though these organizations have made headway, there is no need for alarm "provided we are strong at the point of sale and have men properly qualified to present to the public the case for entrusting such important matters as insurance protection to well-informed local agents."

Too many educational and advertising programs overlook an essential part of an agent's necessary knowledge, he stated. Knowing the business goes beyond a mastery of policy forms, their scope and limitations, rating methods, and current underwriting practices. What also must be developed is the agent's ability to apply this fundamental knowledge, his skill in social contracts, and creation of the proper acceptability in the area where he resides and conducts his business. Therein lies the big step between being able to understand coverages and write policies, and the ability to discuss a proposed insurance program persuasively and convincingly in such a well ordered and concise manner that the prospect readily sees the great advantage of becoming a policyholder.

Shippey Heads Jr. Surety Assn.

Junior Surety Assn. of Northern California has elected Hugh Shippey president to fill the vacancy created by the resignation of George Balovich of American Automobile, who was transferred to Los Angeles.

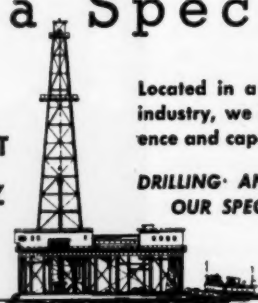
Call a Specialist!

**L. K. GIFFIN
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Located in a world center of the oil industry, we have substantial experience and capacity in oil insurance . . .

**DRILLING AND PRODUCTION RISKS
OUR SPECIALTY—BOTH ON LAND
AND OFFSHORE**

For Agents & Brokers only



SOUTHERN MARINE & AVIATION UNDERWRITERS

INC.

NEW ORLEANS

610 POYDRAS ST.

TULANE 5266

Casualty Direct Premiums Written and Incurred Losses for 1955 in OHIO

Business in the tables below is on the basis of direct premiums written and net losses incurred, with the exception that for reinsurance companies and a few companies doing only a reinsurance business in Ohio, net premiums written and net losses incurred are shown. The purpose of showing direct premiums is to reflect the gross business of insurers in Ohio before reinsurance. Because losses incurred reflect loss results after reinsurance transactions, the direct premiums and losses incurred figures cannot be used to determine loss ratios.

Total premiums and losses shown for the individual companies include all business written in Ohio, even those classes (such as fire, EC, etc.) not shown in the tables. Fire companies are included when the volume of their casualty business is \$5,000 or more in addition to auto physical damage, but casualty companies are shown no matter how small their direct premiums.

	Total Premiums and Losses \$	BI Not Auto Premiums and Losses \$	Auto Liab. Premiums and Losses \$	Auto PDL Premiums and Losses \$	PD Not Auto Premiums and Losses \$	Fidelity & Surety Premiums and Losses \$	Plate Glass Premiums and Losses \$	Burg. & Theft Premiums and Losses \$
Acc & Cas*	667,100	38,976	186,818	124,443	76,238	10,162	30,235	5,666
321,724	22,189	112,858	75,299	31,309	3,191	857	2,194	3,129
Aetna Cas	7,369,232	1,703,568	2,358,216	1,713,123	483,826	741,467	75,574	276,907
3,136,037	607,066	1,369,988	765,530	117,063	135,073	36,180	86,907	10,744
Aetna Fire	4,923,813	200	436	299	133	46	9	1,704
2,194,146	—61,638	—27,170	132,209	—3,333	72	73		
Allstate	9,569,125	76,418	3,588,043	2,742,059	3,161,995			
4,060,048	11,575	1,828,208	1,345,447	874,818				
Am Auto	1,828,041	321,618	1,742,514	1,284,740	98,024	83,381	26,844	84,263
629,291	48,148	933,190	611,761	30,525	3,685	12,600	24,202	
Am Bonding	199,180	395			165,634	1,627	31,522	
Am Casualty	3,207,316	208,706	1,030,049	625,524	281,824	54,106	176,994	28,309
764,095	52,760	268,037	178,836	74,360	7,580	2,034	5,212	7,432
Am Empl	766,832	154,169	141,415	141,769	62,087	81,586	15,994	41,110
330,956	69,587	107,408	60,205	16,788	18,366	7,157	17,898	
Am Fmrs Mut	931,150	27,602	329,235	172,280	338,942	2,334	1,415	3,188
Am Fidelity	5,285	1,678						3,007
202	84				13	19	86	
Am Fid & Cas	2,543,681	197	1,780,328	762,994	480			
1,402,978	—2,811	941,719	463,330	650				
Am Guar	353,710	31,151	90,426	66,019	52,389	3,696	31,368	4,509
220,765	35,056	73,019	34,070	23,169	10,951	1,374	4,584	
Am Hardw	284,905	37,182	135,658	103,441	3,523			
Am Hard Mut	1,005,415	18,846	56,964	41,172	283,038	4,357	11,650	12,354
566,200	3,219	46,853	62,054	56,808	77	5,097	4,090	
Am Indemnity	425,835	33,798	139,898	105,684	5,922	455	12,871	12,191
222,022	13,840	74,903	56,980	62,546	2,388	7,561	1,711	
American	2,500,003	10,193	25,672	11,988	283,966	2,825	127	974
1,243,827	54,459	—47,170	65,529	84,825	—40,067	183	—3,426	
Am Mercury	93,648	33,128			14,371			
17,244	1,390			2,460				
Am Motorists	1,066,892	38,638	326,449	228,219	330,928	54,798	873	552
496,706	53,124	159,614	98,473	144,487	33,250	1,782	270	669
Am M Liab	324,824	101,250	81,347	62,559	6,291	55,551	9,054	704
248,734	114,899	53,398	21,186	6,751	4,112	4,054	55	—1,207
Am Nat Fire	374,456	7,379	6,906	91,862	2,825	2,825	39	43
Am Reins*	1,227,147	175,836	380,707	34,811	315	24,527	590,934	103
605,739	124,500	344,175	4,724	10,000	117,713	10,000	117,713	4,290
Am States	6,148,387	580,019	1,843,945	1,449,850	1,605,474	204,063	111,851	66,294
2,719,178	164,385	1,114,358	622,186	681,191	64,663	447	29,280	41,975
Am Surety	1,800,098	20,453	367,144	280,171	242,000	55,753	521,275	22,907
573,198	45,007	264,728	124,971	114,913	22,418	—32,691	9,581	20,839
Arex Indem	845	188			657			
—1,165	—815	—350						
Assoc Indem	64,991	40,184	26	7	5,449			
10,194	10,569			—10,292				
Atlantic	372,568	5,582	298,594	163,021	188	255	11	218
187,328	2,103	110,458	74,712	56				
Auto Cl. O.	475,067	1,377	158,301	127,333	188,057			
208,559	114	69,015	63,049	76,380				
Automobile	3,522,494	9,873		1,700,323		31	3,500	
1,258,277			677,962					
Auto-Owners	2,480,034	117,416	645,541	645,772	978,306	28,078	10,900	14,988
1,244,021	50,143	362,516	308,956	477,115	18,802	3,474	7,683	15,331
Bankers Ind	2,582,098	536,065	781,400	596,161	296,249	158,151	9,517	45,713
1,731,066	318,709	805,094	312,834	122,987	91,553	—121	24,302	48,294
Bank & Ship	560,209	1,197	288	238	175,508	99		56
281,949				139,824				
Beacon M Ind	3,287,217	150,170	963,760	779,086	1,088,940	27,155	10,448	37,980
1,417,424	24,570	382,948	378,833	463,512	14,449		3,380	
Boston Indem	37,613	9,742	9,682	6,887	8,627	495	530	289
3,073	58	1,338	1,173	504				1,361
Boston	1,422,464	1,826	4,575	5,173	108,939	563	6	579
844,940	58	1,338	1,242	82,390				454
Buck Un Cas	16,825,023	1,659,338	4,987,129	3,900,459	4,387,119	621,285	597,874	197,760
7,483,077	456,408	2,709,121	1,841,814	1,953,195	231,592	111,864	62,718	483,945
Carolina Cas	181,921		89,456	42,473	29,905	20,687		116,016
54,985		31,200	22,258	1,551		—25		

(CONTINUED ON NEXT PAGE)

Buckeye Union Insurance Companies

FIRE—CASUALTY

Automobile

General Liability

Burglary

Plate Glass

Boiler & Machinery

Fidelity & Surety

Fire

Inland Marine

Allied Lines

Dedicated to the American Agency System

The Buckeye Union Casualty Co.

Home Office: Columbus 16, Ohio

The Buckeye Union Fire Insurance Co.

	Total Premiums and Losses	BI Not Auto Premiums and Losses	Auto Liab. Premiums and Losses	Auto PDL Premiums and Losses	Auto PHD Premiums and Losses	PD Not Auto Premiums and Losses	Fidelity and Surety Premiums and Losses	Plate Glass Premiums and Losses	Burg. & Theft Premiums and Losses		Total Premiums and Losses	BI Not Auto Premiums and Losses	Auto Liab. Premiums and Losses	Auto PDL Premiums and Losses	Auto PHD Premiums and Losses	PD Not Auto Premiums and Losses	Fidelity and Surety Premiums and Losses	Plate Glass Premiums and Losses	Burg. & Theft Premiums and Losses	
	\$	\$	\$	\$	\$	\$	\$	\$	\$		\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Ins Co of NA	4,982,668	3,714	71	46	661,192	1,476			1,148	Un Nat Ind	480,299	66,993	200,027	152,811	95	13,696	9,812	8,286	21,829	
	2,313,992				317	274,170				United Pac	243,790	22,247	117,063	98,733	546	2,263	-9,332	4,474	6,881	
Interboro Mut	10,462				3,727	3,168	3,566				40,388						35,488		3,001	
	6,814				3,773	1,453	1,588				42,985						42,086		899	
Liberty Mut	2,487,915	457,097	784,923	539,217	353,239	120,089	115,394	5,573	88,724	US Cas	337,997	60,974	116,462	77,283	27,738	16,163	25,145	5,345	11,232	
	1,523,095	338,554	554,773	221,217	130,188	55,057	-2,603	1,525	16,898		124,133	21,455	40,639	32,544	5,168	11,823	4,910	3,538	1,901	
Lond Guar	296,082	18,788	49,700	40,562	19,659	11,395	898	2,750	9,367	USF&G	5,381,596	836,332	1,238,136	981,917	998,888	203,953	740,429	66,030	268,189	
	87,976	21,086	14,401	19,841	8,148	2,676		726	-5,140		2,098,631	339,516	561,249	420,399	417,055	61,947	189,146	26,408	72,810	
L&L Ind	19,532	2,952	59,793	39,453	16,278	7,904	15,827	2,854	14,259	US Fire	1,933,249	7,913	12,052	9,062	87,470	4,493	944	510	2,975	
	94,734	3,672	1,825	14,074	-71	1,771	46,000	1,832	4,439		853,744	50	1,750	1,599	22,718	25			-7	
Lumb MC	2,710,773	161,164	811,659	606,064	142,767	41,366	75,655	9,867	34,581	Univ Unds	85,939	1,616	43,126	21,679	19,366	1,323				
	1,148,392	49,204	397,840	248,511	67,302	22,846	84,527	3,069	16,886		47,136		9,150	10,994	25,905	7				
Mfrs Cas	754,394	105,336	156,990	118,977	106,576	41,638	142,966	12,468	44,888	Utica Mut	-2,589		1,490	2,963	2,401	879	833			
	317,869	38,794	123,421	52,375	54,414	12,849	7,571	1,199	18,659	Virginia Sur	411,058	259,068	134,097	17,954						
M&M Ind	1,051,236	134,823	353,180	229,916	329,977	3,346			18,659		103,494		47,604	48,225	7,632					
	692,769	100,204	296,232	138,023	153,667	4,643				West Amer	33						33			
Marine	316,697	2,015	116,258	82,633	112,152	1,756														
	116,692		48,352	36,265						Westches F	835,971	1,442	2,745	1,995	68,643	286	57	396	838	
Md Cas	3,019,945	476,960	559,696	422,516	256,184	357,163	546,970	42,991	142,010		446,910		1,575	619	31,209					
	911,159	99,222	241,962	182,776	104,609	96,756	41,814	19,568	34,989	Western Cas	1,041,666	77,368	256,996	207,488	146,032	32,972	263,774	10,497	19,826	
Mass Bond	928,280	159,631	202,871	158,441	97,025	49,730	149,519	9,141	32,719		463,903	15,156	158,973	93,570		19,571	162,129	4,656	7,158	
	330,776	51,125	109,656	71,664	39,233	3,332	15,042	2,732	6,223	West Res MC	878,526	23,706	272,402	216,694	336,493	11,324	432	3,594		
Med Prot	169,778	169,778									372,498	6,199	119,089	100,891	143,290	2,137			553	
	53,923	53,923								Western Sur	142,333						142,333			
Merch Ind	891,972	89,966	305,156	223,408	224,171	22,348		7,436	18,248		11,157					11,167				
	411,688	41,526	131,340	128,473	90,146	6,716		5,208	8,776	Wolverine	1,940,516	134,989	528,792	440,742	699,593	55,552	4,732	19,065	35,882	
Metrop Cas	2,101,927	138,556	341,708	18,247	21,101	1,067	30,212	19,067	33,395		682,621	15,578	252,674	163,220	218,293	18,420		8,028	6,396	
	1,326,943	34,006	384,997	209,243	1,113	3,764	19,350	8,203	17,360	Yorkshire	180,337	27,000	53,607	37,380	38,816	5,639	-2,461	3,233	9,193	
Mich M L	1,019,999	11,262	439,147	264,698	272,309	26,896		429	1,412		109,636	45,513	49,345	24,630	15,137	1,311	1,311	1,311	25,009	
	605,295	31,561	301,409	145,375	116,060	4,855		233	454	Zurich	2,152,117	293,880	398,394	308,793	212,696	103,606				
Mich Surety	227,004	21,513	61,289	40,025	68,690	2,262	13,626	7,324	6,074		1,376,729	82,041	359,774	181,825	115,110	77,283		6,521	6,707	
	170,179	7,719	69,186	39,493	49,443	-178		2,095	2,422	*Not premiums	Total includes membership fees of \$177,926 not allocated to the separate classes									

*Net premiums. *Total includes membership fees of \$177,926 not allocated to the separate classes.

Other Casualty Lines

Accident and sickness business of life companies is shown as direct premiums written and losses paid, and for casualty companies the figures are direct premiums and losses incurred.

	Premiums \$	Losses \$	Hawkeye-Security	2	
			Health Service, Ill.	241,018	87,888
Accident & Casualty*	123,373	49,498	Home Indemnity	6,626	370
Aetna Casualty	16,013		Home Life, N. Y.	134,365	104,635
Aetna Life	18,042,780	15,448,387	Hoosier Casualty	780,793	415,726
All American Cas.	218,254	36,456	Illinois Mut. Casualty	93,704	26,356
Allegheny Mut. Cas.	25,896	13,120	Income Guaranty	39,753	
American Casualty	675,911	117,555	Indemnity of N. A.	396,180	99,028
American Employers	8,859	13,065	Independence L. & A.	35,079	2,967
Amer. Farmers Mut.	51,153		Indianapolis Life	7,428	1,801
American Guarantee	97		Insurance Co. of N. A.	930	
Amer. Hardware Ind.	5,100		Inter-Ocean	1,429,071	563,883
American Health	65,855	32,603	Inter-State Assur., Ia.	192,280	78,428
American Mercury	11,648	130	Jefferson National Life	56,802	24,725
American Motorists	18,191	4,140	John Hancock	3,718,862	2,931,927
American Mut. Liab.	2,685	6,442	Kentucky Central L. & A.	925,236	319,542
American Mut. Life	65,753	15,354	Kentucky Home Mut.	2,047	87
American L. & A.	387,385	166,858	Liberty Mutual	132,498	161,539
American National	82,168	35,320	Life of Virginia	147,631	127,507
American Prog. Health ...	91,517	37,525	Lincoln National Life	902,339	616,954
American Reins.*	1,929	339	London Guarantee	4,061	755
American Republic	17,570	5,418	London & Lanc. Indem.	14,303	4,292
American United Life	645		Loyal Protective Life	367,925	117,670
Associated Indemnity	19,325	9,916	Lumbermens Mut. Cas.	303,955	164,663
Atlanta Life	115,719	38,397	Mammoth L. & A.	278,335	105,995
Baltimore Life	5,949	2,756	Manufacturers Cas.	24,855	61,819
Bankers Indemnity	9,294	2,607	Marshall & Cas.	139,619	61,819
Bankers L. & C.	7,947,605	4,918,284	Massachusetts Bonding	69,203	31,817
Bankers Life, Inc.	395,550	284,053	Mass. Casualty	684,858	190,765
Bankers Life, Neb.	2,205	187	Mass. Indemnity	591,184	169,592
Bankers National	21,450	6,214	Mass. Mutual Life	361,107	251,799
Bankers Security	1,474	353	Mass. Protective	936,082	335,916
Beacon Mut. Indem.	294,734	148,376	Medical Indemnity, O.	68,573	40,180
Beneficial Standard	15,269	1,372	Medical Mutual, O.	5,610,652	4,211,073
Benefit Assn. Ry. Empl.	1,359,796	914,151	Merchants Indemnity	1,595	
Berkshire Life	13,393	2,850	Metropolitan Casualty	1,186,090	648,006
Brotherhood Mut. Life ...	35,314	19,656	Metropolitan Life	28,619,009	21,089,811
Business Men's Assur.	967,424	520,611	Michigan Life	28,176	5,945
Celina Mutual	30,291	8,976	Midland Mutual	7,981	128
Central Assurance, O.	207,122	91,166	Midwest Life, Neb.	1,068	32
Central Standard Indem.	50,205	75,609	Monarch Life, Mass.	604,769	242,809
Central Standard Life	293,211	53,070	Motorists Mutual	15,617	3,752
Century Indemnity	7,776	1,302	Mutual Benefit H. & A.	7,566,722	4,911,441
Columbia National	20,181	9,896	Mutual Life, N. Y.	108,162	19,135
Columbia Casualty	3,549	214	Mutual Savings Life	890	470
Columbus Mutual	236,006	120,827	National & H.	124,116	44,866
Combined	236,213	53,180	National Casualty	849,913	536,615
Commercial	641,213	400,882	National Fire	2,204	
Commonwealth L. & A.	603,609	6,881	Natl. Grange Mut. Liab.	182	
Confederation Life	5,325	6,917	National Home Life	39,870	9,164
Connecticut General	4,005,264	2,891,994	National L. & A.	1,315,666	662,993
Continental Assurance	2,713,773	1,960,096	National Masonic Prov.	144,304	49,397
Continental Casualty	4,151,951	2,649,764	Nationwide Life	639	618
Craftsman	179,007	86,698	Nationwide Mutual	2,642,450	1,959,163
Credit Life, O.	524,840	62,271	New Amsterdam Cas.	22,492	13,189
Domestic L. & A.	249,090	91,661	New England Life	25,948	13,189
Dominion Life	14	12	New York Life	874,941	470,971
Dunbar Life	105,246	32,604	North Amer. Acc., Ill.	461,843	192,644
Eagles National	17,154	10,623	N. Amer. C. & S. Re.* ..	29,255	—19,495
Educators Mutual	613,247	172,472	North Amer. Life, Ill.	43,503	22,600
Empire State Mut. Life ...	866,084	68,004	North Amer. Reins.*	141,844	50,508
Equitable Liability	37,216	8,901	Northern Life, Wash.	16,703	5,781
			Northwestern Natl. Life ..	87,015	46,131

	Premiums	Losses		Premiums	Losses
Occidental Life, Cal.	1,388,244	1,147,932	American Motorists	66,684	897
Ohio Athletic Injury	13	American Reins.*	2,577
Ohio Casualty	6,048	650	Buckeye Union Cas.	35,160	219
Ohio Farmers Indem.	3,927	600	Columbia Casualty	14,065	2,000
Ohio State Life	205,448	83,217	Employers Liability	60,882	18,165
Old Equity Life	1,203,339	970,926	Fidelity & Casualty	149,562	13,317
Old Line Life	4,565	2,517	General Reins.*	500	50,000
Old Republic Life	244,521	9,240	Globe Indemnity	38,357	6,470
Pacific Mutual	1,673,998	1,375,903	Hartford Steam Boiler	1,506,311	319,878
Pan-American Life	20,273	17,903	London Guarantee	6,625	9,740
Paul Revere Life	1,553,086	883,950	Lumbermens Mut. Cas.	522,662	93,524
Peerless Casualty	35,861	11,500	Maryland Casualty	94,845	17,255
Pennsylvania Life	1,912	500	Mutual Boiler & Mach.	496,621	43,452
Peoples Life, D. C.	9,269	No. Amer. C. & S. Re.* ..	2,160	—2,344
Philadelphia F. & M.	2,236	Phoenix Indemnity	4,584	682
Phoenix Indemnity	4,460	2,124	Royal Indemnity	61,242	7,511
Pioneer Mut. Casualty	347,063	165,197	Travelers Indemnity	455,065	1,085,031
Poulsen, Ill.	3,243	1,774	Totals	3,590,589	1,702,510
Progressive Life	2,310	1,095			
Progressive Mutual	56,686	13,497			
Provident Indem. Life	16,346	3,964			
Provident L. & A.	2,352,846	2,272,734			
Provident Mutual Life	15,740	947			
Prudential	15,112,921	10,800,824			
Quaker City Life	5,579	483			
Reserve Life, Tex.	2,745,918	1,411,909			
Royal Indemnity	94,743	70,158			
St. Paul F. & M.	343			
St. Paul-Mercury Indem.	76,239	18,307			
Secured, Ind.	118,684	55,373			
Security Benefit, Kan.	383	159			
Security Mutual, N. Y.	138,868	59,438			
Standard Accident	43,941	31,079			
State Auto, Mut., O.	14,442	500			
State Mutual Life	448,133	315,362			
Sterling, Ill.	739,071	313,362			
Sun Life, Canada	7,740			
Sun, N. Y.	23,889	10,870			
Superior Life	199,429	79,672			
Supreme Liberty Life	130,140	34,270			
Teachers Pro. Mut. Life ..	157,879	71,691			
Transcontinental	7			
Travelers	11,589,002	7,739,731			
Union Casualty & Life	43,534	26,316			
Union Labor Life	3,056,871	2,640,972			
Union Mut. Life	139,166	51,952			
United Benefit Life	1,001,268	236,621			
United, Ill.	3,628,511	1,232,632			
United Life & Acc.	2,133	686			
United National Ind.	3,751	915			
United States Casualty	6,275	2,155			
U. S. F. & G.	44,820	9,111			
United States Life	58,004	10,979			
U. S. Mut. Benefit Assn.	77,547	36,329			
Victory Mutual Life	8,567	1,257			
Volunteer State Life	767			
Washington National	2,090,367	985,654			
Western Casualty	26,712	4,682			
Western & Southern †	64,569	252,377			
Woodmen A. & L.	560,271	293,590			
World, Neb.	1,422,596	801,588			
Zurich	738,091	543,925			
Totals	192,454,647	119,338,758			
†Coverage on company employees only.					

STEAM BOILER & MACHINERY

Aetna Casualty	164
American Employers	20,131	1,721
American Guarantee	52,576	34,828

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EDITORIAL COMMENT

Why Agent Should Read His Trade Paper

The following was recently published by the California Agency Bulletin and is reproduced here by permission of California Assn. of Insurance Agents. It was written for the bulletin by Kenneth O. Force, executive editor of THE NATIONAL UNDERWRITER.

We are occasionally asked by an agent why he should read THE NATIONAL UNDERWRITER. There are several reasons why more than 18,000 persons in the insurance business, including thousands of agents over the country, read it every week.

No one can know, let alone understand, the significant trends and developments in today's insurance economy without being a consistent and intelligent reader of his business press. These trends may start anywhere, including California—though they can also start elsewhere and arrive while the California agent isn't looking.

The times since the beginning of World War II have been momentous ones for the insurance business, and there have been an unprecedented number of developments in the past five years—in coverage, in the methods of doing business, in the fortunes of the companies, and in regulation—all of which are exerting profound influences on the agent and his future.

The agent who is poorly informed in the years immediately ahead may survive, but only the well informed agent will succeed. This is because no important unit in this business can make the sort of judgment that will be right for today and for a year from now without the constant discipline of facts.

Certainly the uninformed local agent cannot make such a judgment. One of the great values of the local, independent agent is his localness—this has great value for his customers. But one of the weaknesses of being local and having a local outlook, valuable as it is for the customer, is that the local agent will not be aware soon enough of a development that starts elsewhere but spreads and eventually affects him and his welfare as a business man, or affects his customer and his business.

Actually, the local, independent agent of today may be less subject to the influences of modern living than are his customers, especially the younger ones. These clients or prospective clients have traveled a lot, probably they have been in service,

they may have been to college, and many of them occupy positions where they are subject to transfer. Consequently, they may carry into one community familiarity with a coverage or service which has not arrived there.

There can hardly be a question about the wisdom, even necessity, of getting the news, getting it promptly, and getting it all the time.

The typical agent reader of THE NATIONAL UNDERWRITER not only spends \$7 a year to get it, but he spends at least half an hour reading and studying it.

How can he read it for the best results? Rapidly and regularly. After that the question becomes what to read it for. He should read it very much for instruction and information—very little for entertainment. If the agent knows what he can find in his business paper that will aid him, he will read it with more profit every week. In these days when there is so much demand on his time, if he will read rapidly and regularly, and if he will keep in mind the purposes for which he is reading, he will get the values his paper has for him, and he will spend a modest amount of time doing so.

The agent can get from a regular reading of the news and developments in his own business a number of things, among them the following:

New ideas in selling and service. A method may not be new but may be new to him; a coverage or feature of it may be unfamiliar but useful; the application of a coverage may be one he hasn't used—but can profitably employ.

Enlightenment on problems. Other agents have the same problems as the agent we are talking about, and those problems and how others are solving them constantly appear in the news. The news may concern an office procedure, advertising, personnel, or half a dozen other matters.

Court decisions. Courts extend liability and create new risk situations. THE NATIONAL UNDERWRITER treats court cases as news—it publishes a great many of them, it publishes them every week, and it publishes quite a number of them before they appear in the legal reporting services. The essentials of a court case, available as soon as reported, or sooner, may supply the agent with exactly the argument or illustration he needs to approach or capture a large line.

Legislative activities. Many of these affect the agent's business or his way of doing business. What the agents have done in one state often suggests to agents in another a way to improve (or defend) their situation.

Editorials. THE NATIONAL UNDERWRITER editorials reflect the observation and opinion of seasoned editors on significant events, trends, and developments in the business. They attempt to be stimulating rather than peevish. They deal with the controversial issues but attempt to do so in a reasonable way and consistently reflect the thinking of the leaders in the business. And finally they do not hesitate to criticize, where criticism is justified. In a business which has no physical product, the maintenance of a high standard depends upon the integrity of the men in the business who guide it, and the expression of opinion disciplined by facts provides a continuing check to determine if that integrity and character are being maintained.

Competitive factors. There are more of these today than at any previous time in the business, and they are of direct concern to the agent—improved ways of doing business and means for meeting, and beating, competition get into the news regularly.

General information. A steady flow of general news about the business, though it is difficult to classify, has a good deal to do with maintaining the proper atmosphere in which proper decisions can be made.

Progress of friends and acquaintances. This is particularly a business whose "product" is made up of the character of the men who work in it.

The principal objective of THE NATIONAL UNDERWRITER is to get and publish as much news as possible every week. It publishes more than 50% more news items than any other news media in the business. In part it can do this because it is the only weekly which publishes a separate edition each week for the fire and casualty business. It is this separate edition which has more than 18,000 circulation—audited.

Reading THE NATIONAL UNDERWRITER is a good way for the agent to keep in touch with what is going on in the business from which he gets his livelihood and on which he depends for his future and that of his family.

Chapman of Evanston.

Joseph Hubbell's grandfather was Minnesota and Dakotas state agent for Springfield F.&M.; his great uncle was at one time a representative of Hartford Fire in Minnesota; his uncle, Richard M. Hubbell, was for some years with National Inspection and now is with the J. C. Hutchinson agency at Evansville, Ind., and his father, Richard G. Hubbell, is Indiana state agent for Northern of London.

Maurice G. Herndon Jr., son of Maurice Herndon, legislative representative of National Assn. of Insurance Agents, has been awarded the rank of eagle scout at Boy Scout ceremonies in Wellington, Va.

Edwin Herbert, deputy chairman of Yorkshire of England, has been elected president of the Law Society of England. He is the first solicitor to have been elected. Formerly only barristers were named.

James F. Crafts, president of Fireman's Fund group, has been named a director of California State Chamber of Commerce.

Commissioner Thurman of Kentucky is in Kentucky Baptist hospital at Louisville for a few days of rest and observation.

Richard R. De Mark, supervisor of national newspaper advertising for the Kemper companies, has been elected president of Advertising Executives Club of Chicago. He served as secretary last year. Mr. De Mark joined the Kemper organization as an advertising copywriter in 1948. He is a junior executive of Lumbermens Mutual Casualty and a member of the Kemper Junior Board.

Don R. Morrissey of the Conkey, Morrissey & Lang agency at Appleton, Wis., and board chairman of Wisconsin Assn. of Insurance Agents, has been appointed chairman of the Appleton 1957 centennial year celebration.

DEATHS

FIRMAN B. WHITE, 73, retired Missouri-Kansas state agent of Royal Exchange, died at Kansas City. He operated a livery stable at Lexington, Mo., for a year until starting in insurance with Mutual Life of New York in 1903. In 1904 he went into the local agency business at Lexington, at the same time doing per diem work for Springfield F.&M. From 1909 to 1912 he operated a fire and life agency while living on a farm, and later for two years had an interest in a Kansas City agency. He joined National Ben Franklin as Kansas and Missouri state agent in 1917, going with Royal Exchange in 1920. He retired in 1948. Mr. White was a past secretary and president of Missouri Fire Prevention

PERSONALS

Joseph G. Hubbell II, who is with Washington National at its home office in Evanston, Ill., and is a member of a four-generation insurance family, will be married June 23 to Ann Leslie

THE NATIONAL UNDERWRITER

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39 John St., New York 38, N. Y.
Executive Editor: Kenneth O. Force.
Assistant Editors: John B. Lawrence, Jr. and Eloise West.

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BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

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Telephone Wabash 2-2764.
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Telephone Parkway 1-2140.

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MINNEAPOLIS 2, MINN.—1923 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.

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NEWARK 2, N. J.—10 Commerce Ct., Tel. Mitchell 2-1306. John F. McCormick, Resident Manager.

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Telephone Parkway 1-2140.

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PHILADELPHIA 9, PA.—1027 S. Broad St., Room 1127, Tel. Pennypacker 5-3706. Robert L. Zoll, Middle Atlantic Manager.

SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Ebbrook 2-3854. A. J. Wheeler, Pacific Coast Manager.

Assn., and was a PMLG of the old Missouri-Kansas pond of Blue Goose.

JAMES F. GRAHAM, 70, secretary-treasurer of Farm Mutual Fire of Saginaw, Mich., for 29 years and president of Farm Excess of Loss Assn. of Michigan, died at Saginaw General hospital. He served as a state representative for two terms and was sergeant-at-arms in the state senate from 1943 to 1953, when he retired because of ill health.

CHARLES E. MCKENZIE, 59, local agent of Monroe, La., and former U. S. Congressman, was shot and killed by an unidentified assailant. A single bullet fired into the head caused instant death. He served in Congress from 1943 to 1947.

WILLIAM A. F. TANNER, 64, local agent of Providence, R. I., died. He resided in Cranston and operated his agency for 30 years.

WALTER A. WEST, 71, of Boit, Dalton & Church, Boston general agency, died after a short illness. He resided in Woburn, Mass.

CARL R. EDSON, 51, local agent of East Bridgewater, Mass., died suddenly.

CLARA F. HILTON, 87, the wife of the late Joseph M. Hilton, for many years state agent of Sun of England, died. A son, Walter B. Hilton, is state agent of National Union with headquarters in Raleigh, N. C.

K. R. HENTHORN, 63, field superintendent for Foster & Messick, U.S.-F.&G. manager for Indiana and 29 counties in Illinois, died in Methodist hospital, Indianapolis. He had been with U.S.F.&G. for 38 years. Among the six children who survive him is Jack G. Henthorn, special agent for Fireman's Fund in Indiana.

WILLIAM BOTELER, 26, U.S. Vice-Consul in Cyprus, died as result of a bomb explosion in a restaurant at Nicosia. He was the son of Charles M. Boteler, executive vice-president of Mutual Insurance Agency and president of Mutual Fire of Washington, D. C.

JOHN W. McCANN, president of John W. McCann & Co., independent adjusters of Montgomery, Ala., died there after a long illness.

THOMAS A. WATSON JR., 49, of the Hummell, Meyer & Burks agency of Louisville, died at veterans hospital there after a two-year illness.

CARROLL V. BUTNAM, 58, owner of the Butnam agency of Fremont, O., died in Methodist hospital, Houston, where he had been visiting relatives. He had operated his agency since 1914. It was founded by his late grandfather, W. D. Butnam, in 1861, and his father, the late Vincent Butnam, ran the business for many years.

ANCEL L. OCKERMAN, 63, local agent at Horse Cave, Ky., died of a heart attack.

SIDNEY R. OVERALL, 70, a vice-president of the F. D. Hirschberg & Co. general agency of St. Louis, died at St. John's hospital there. He had been in ill health for two years. Mr. Overall entered the insurance business in 1920 and prior to that had served for several years as assistant circuit attorney for St. Louis.

CHARLES R. RILEY, manager at Richmond, Va., for Glens Falls, died at his home there. He was appointed

casualty manager by Glens Falls in 1929, with jurisdiction over Virginia and North Carolina. In 1952 he was placed in charge of multiple line operations and development for the same territories. He had been in the business 39 years.

HOWARD FLAGG, 64, retired president of Employers Reinsurance, died as the result of a fall at the Kansas City Club. His retirement in 1943 as



HOWARD FLAGG

president of the reinsurance company at the age of 51 was prompted because of ill health. He continued for a time as a director and chairman of the investment committee.

Mr. Flagg spent 21 years with Employers, joining the company in 1925 when it was perfecting plans to withdraw from direct underwriting and devote its entire attention to reinsurance. He was made manager of reinsurance operations and gradually worked into other executive phases. He served four years as president.

EDWARD J. UHLER, 53, agency superintendent of Fidelity & Casualty, died at St. Luke's hospital in New York after a long illness.

Mr. Uhler began in insurance with Indemnity of North America and joined Fidelity & Casualty in 1937 as a special agent. He later served as casualty superintendent at Philadelphia and went to the home office in 1946. He was appointed agency superintendent in 1955.

JULIUS M. LEVI, prominent local agent at Houston, died of a heart attack. Mr. Levi was one of the organizers of the fire prevention committee of National Assn. of Insurance Agents, and in 1945 received a medal from former President Truman for his fire prevention activities. He was with National Surety at Dallas before going into the local agency business in Houston.

JULIUS GALNICK, 54, partner in the Galnick & Galnick general agency of Chicago, died at Passavant Memorial hospital. Mr. Galnick began his insurance career with Prudential at Chicago in 1932. He opened his own office in 1938 and in 1950 he joined his brother, Morris, and his nephew, Asher H. Galnick, to form the Galnick & Galnick agency.

HAROLD N. HANOLD, 65, president of York Mutual Fire, died in Standish, Me. He was also president of Hanold Outfitting Co., makers of girls sportswear.



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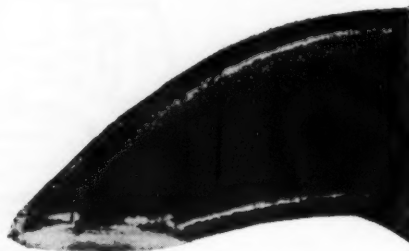
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Hartford A. & I. Names Buntin Okla. Manager

Hartford Accident has appointed Raymond J. Buntin manager at Oklahoma City. He succeeds Ray D. Lawton who has transferred to inactive status.

Mr. Buntin joined the company in 1930 at Oklahoma City as an auto underwriter. He became special agent in Oklahoma in 1937 and assistant manager at Oklahoma City in 1946.

Mr. Lawton went to the company in 1922 as an underwriter in Oklahoma City and was subsequently a special agent in Kansas, Nebraska and Virginia. He became manager at Oklahoma City in 1946.

Fire Covered Under WC. Cal. Supreme Court Holds

LOS ANGELES—An injury sustained by a traveling employe on his off-day time is compensable, although the fire in his room may have been caused by his guest while both were drinking, California supreme court has ruled.

The opinion said it was immaterial that the employe, decedent, a vice-president of a San Francisco bank, had registered at a hotel with a woman who was not his wife, and that both were drunk and the fire might have been caused by his companion. Whether the employe was occupying the room for an immoral and unlawful purpose of his own, he was also occupying it as a necessary incident of his employment, which required him to be away from home in New York, the court stated. The fact that the employe had a guest in his room while he was off duty in no way detracted from the fact that he was also there on his employer's business, and since the employe's fault is irrelevant if the requirements of the law are met, it is immaterial for what personal purpose he entertained his guest.

Similarly, the fact that the fire may have been started by the careless smoking of the employe's companion does not justify the conclusion that the employe's widow failed to prove the death arose out of and was proximately caused by the employment.

Injuries caused by careless smoking while the employe is in the course of his employment are not so remotely connected with the employment that they do not arise out of it, and in this respect no reasonable distinction may be drawn between careless smoking on the part of the employe and careless smoking on the part of others, the opinion held. The casual connection between the employment and the death existed.

A dissenting opinion contended the majority opinion ignored the real detriment, which is the employe's activity at the moment and this had no connection with his employment.

Tenn. Mutual Agents Elect Lewis President

Tennessee Assn. of Mutual Insurance Agents at its annual convention in Chattanooga elected Clifton R. Lewis of Tullahoma president to succeed Paul Shirey of Memphis. Louis Farringer of Nashville was elected vice-president, and Robert P. Engle of Chattanooga secretary-treasurer. New directors are J. P. Morgan of Chattanooga and Brad Erwin of Knoxville.

The 1957 convention will be held in Gatlinburg. A resolution authorized a permanent legislative committee. Early Blazer of Maryville is the first chairman.

Insurance Women of Butte (Mont.) elected the following officers: Elizabeth Moriarty, president; Helen Scannell, vice-president; Helena McConnell and Isma Spehar, secretaries, and Darinka Badovinac, treasurer.

N. Y. Bond Men Elect Sleeper President

Assn. of Bond Underwriters of New York has elected as president Gordon C. Sleeper Jr. of Travelers Indemnity to succeed William Lucy of U.S.F.&G. at the annual meeting.

Others elected were Ronald Koseluk of Yorkshire, vice-president; David McKeown of New Amsterdam Casualty, treasurer; Austin Leavy of Phoenix Indemnity, secretary, and James P. Casey of Maryland Casualty and James Keane of Fidelity & Casualty, executive committee members.

Ky. Liberalizes Rules on Dealers Policies

Kentucky department has withdrawn its objection to the application of rule 8 on other property in the state to permit coverage of tenants improvements, furniture and fixtures and machinery and tools under dealers' policies there, according to Inland Marine Insurance Bureau.

Talks on FR Changes at Oakland

New aspects of the California financial responsibility law were explained at the June meeting of Oakland (Cal.) Assn. of Insurance Agents by H. M. Dorman of the motor vehicle department.

The changes will impose harsher penalties on uninsured motorists, and it is believed, reduce their number from 13% to about 5%.



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High Court Remands Longshoreman's Suit

(CONTINUED FROM PAGE 3)

better position to prosecute any claims against a third party, control over the right of action is given the assignee, who can either institute proceedings for the recovery of damages against a third person, or may compromise with such third person either without or after instituting the proceeding.

In giving the assignee exclusive control over the right of action, the court pointed out, the statute presupposes that the assignee's interest will not be in conflict with those of the employee, and through action of the assignee the employee will obtain his share of the proceeds of the right of action, if there is a recovery. Here, where there is such a conflict of interests, the inaction of the assignee operates to defeat the employee's interest in any possible recovery. Since an action by Travelers would in effect be an action against itself, Czaplicki is the only person with sufficient adverse interest to bring suit. Consequently, the court believes the statute should be construed to allow Czaplicki to enforce in his own name the rights of action that were his originally.

The court does not go so far as to say that the statute places the assignee in the position of a fiduciary. All it holds is that, given the conflict of interests and inaction by the assignee, the employee should not be relegated to any rights he may have against the assignee, but can maintain the third party action himself.

Travelers is a proper party to the suit, the court ruled. It should therefore be made a party, assuming that there has been proper service of process.

The respondents contended that Czaplicki could not revoke his election to accept compensation and therefore maintain the suit. But, the court reiterated that election not to sue a third party and assignment of the cause of action are two sides of the same coin. Czaplicki can bring this suit not because there has been no assignment, but because in the peculiar facts here there is no other procedure by which he can secure his statutory share in the proceeds, if any, of his right of ac-

tion, the court stated. Consequently, the court held that the election to accept compensation, as a step toward the compensation award, does not bar the suit.

The court of appeals held that Czaplicki could not maintain the suit because it was barred on account of laches, basing this contention on the fact that both the New York and New Jersey statutes of limitations had run. However, the court said, laches as a defense to an admiralty suit is not to be measured by the strict application of statutes of limitations. Instead, the rule is that "the delay which will defeat such a suit must in every case depend on the peculiar equitable circumstances of that case." In cases where suit has been brought after some lapse of time, the question is whether it would be inequitable, because of the delay, to enforce the claim, the court stated.

This does not mean that the state statutes of limitations are immaterial in determining whether laches is a bar, but it does mean that they are not conclusive, and that the determination should not be made without first considering all the circumstances bearing on the issue. Not only was there no decision on laches in the lower courts but there never was an opportunity for Czaplicki to introduce evidence to justify the delay, since the suit was dismissed after preliminary hearings and argument on the issue of Czaplicki's "standing." Consequently, when the case reached the appeals court, the record was incomplete on the issue of laches. Czaplicki was not given any more opportunity in the appeals court to explain the delay than he was given in the district court.

From all that appears, the Supreme Court commented, Czaplicki may have failed to bring suit earlier because he relied on the assignee to enforce what was presumably an interest common to both of them. The record does not disclose when Czaplicki discovered the assignee's conflicting interest, or whether there has been unjustifiable delay since that discovery.

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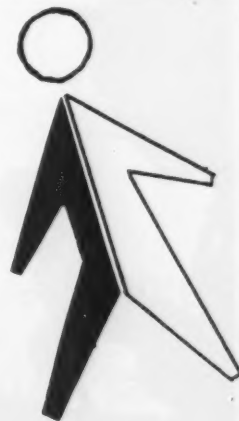
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Parker Succeeds Bowles as Va. Commissioner

T. Nelson Parker, an attorney and a former mayor of Richmond, has been appointed by the Virginia corporation commission to succeed the late George Bowles as insurance commissioner. He will take office July 1.

Everette S. Francis will be his first deputy. Mr. Francis has been with the department for some time.

Mr. Parker is a 1923 graduate of the University of Virginia and has practiced law in Richmond for 33 years. In 1942 and 1943 he was state and regional attorney for the office of price administration, heading the OPA legal department in the southeastern states. For 10 years has represented Virginia Assn. of Insurance Agents as counsel, and also at times has represented insurance companies and Virginia Assn. of Life Underwriters. Mr. Francis has been with department since graduating in 1938 from Virginia Polytechnic Institute.

The job of insurance commissioner of Virginia carries a salary of \$10,450.

Auto PHD Down Slightly in N. Y., Liability Up Some

National Automobile Underwriters Assn., National Bureau of Casualty Underwriters, and Mutual Insurance Rating Bureau have revised automobile insurance rates for New York state, effective June 27.

Reductions for automobile physical damage will result in a state-wide pre-

mium reduction of 4.9%. Full cover private passenger comprehensive continues mostly unchanged, with a few modest increases and some decreases. The \$50 deductible comprehensive is unchanged.

Private passenger collision experience is mixed but reduction for the state is 7% collision for commercial local and intermediate hauling risks are reduced 7 to 13%.

The liability changes on private passenger cars will increase rates approximately 5.7% for the state. Rates are increased, reduced and not changed, depending on territory. Rates are increased substantially for cars owned or principally operated by unmarried young men under 25. Lesser increases are adopted for cars operated by young men under age 25 who are neither owners nor principal operators and for cars owned or operated by married young men under age 25. Farm rates continue 20% off.

Revoke Houston Agent's License, Insurer to Write No New Business for Year

AUSTIN—Texas board of commissioners revoked all agency licenses held by Ben B. High of Houston following a show-cause hearing here last week. Mr. High was local and general agent for Canal of Greenville, S. C., which at a subsequent hearing obtained permission from the board to continue servicing its business for a year without writing any new accounts. Charges against Mr. High were that he had misclassified vehicles in writing auto insurance and had used rates in excess of those approved by the board. The board's action will be appealed, Mr. High's attorney said.

Good Results on Fire and EC in Texas in 1955

AUSTIN—Official figures on Texas fire and EC experience in 1955, showing a favorable year, were released last week by the board of commissioners, based on calculations made by Texas Insurance Checking Office.

Earned premiums on fire lines increased about 4.3% to \$73,816,516, with the paid loss ratio dropping 3 points to 44% EC premiums gained about 4% to \$51,837,640 with a loss ratio of 30%.

Other tables released concurrently showed total earned fire premiums of \$335,075,351 for the five-year period 1951-55, with a paid loss ratio of 50% and total earned EC premiums of \$347,830,142 for the ten-year period, 1946-55, with a paid loss ratio of 35%.

Highlight of the 1955 figures is the 3% loss ratio on EC business in the seacoast territory, with premiums of \$21,943,838. For the ten-year period the seacoast reported premiums of \$142,335,204 and losses of \$33,154,584, or 23%, with the losses including the Texas City disaster of 1947.

Four classes account for nearly two-thirds of the earned fire premiums: Dwellings \$24,228,631, with loss ratio of 47%; mercantile stocks, \$11,516,211, with loss of 42%; mercantile buildings, \$7,673,732, ratio 46%, and farm property, \$4,406,392, ratio 47%.

No Compulsory in Ohio in 1957, Real Threat Later, Pryatel Predicts

CINCINNATI — Superintendent Pryatel of Ohio told Cincinnati Underwriters Assn. here this week he does not think there will be enough force to put a compulsory automobile insurance bill through the legislature during the 1957 session, but warned that the passage of this legislation in New York has intensified interest in the subject and the pressure will become greater and greater. No one can make a safe long range prediction, Mr. Pryatel said, but in his opinion the best course for the insurance business, if it wishes to fight compulsory, is to push the sale of collateral coverages, such as uninsured motorist, unsatisfied judgment, innocent victim, medical payments and accident insurance.

Reviewing the history of compulsory insurance, Mr. Pryatel read from the Massachusetts senate committee report of 1924, which sparked the original compulsory law, and then read almost identical statements from 1956 newspaper editorials in various parts of the country, including Cleveland. He said that insurance men must recognize that the present New York bill answers virtually all the objections which have been raised for years against the Massachusetts law—state-controlled rates, restrictions on underwriting and cancellation, the physical difficulties of insurance being coterminous with automobile registration, restricted coverage, etc. It was solely because of these objections and not because of any objection to the principle of compulsory insurance that a Rhode Island survey recently advised against compulsory, and these objections are no longer valid. That the public likes the idea is borne out by a recent poll conducted by Princeton Research Center, which showed 91% of those polled in favor of it and of those now insured, 96% in favor.

It is estimated that 17% of the mo-

torists in Ohio are uninsured. Mr. Pryatel said that he personally thinks a substantial proportion of people in accidents involving this uninsured group collected something from collateral coverages; otherwise there would be a much greater outcry for compulsory than there appears to be now. However, he said, it cannot be denied that these coverages, while desirable and, in his opinion, the best hope to stave off compulsory, have the drawback of placing the responsibility on the presently insured motorist instead of on the financially irresponsible one.

Mr. Pryatel also discussed the new Ohio A&S insurance law, which becomes effective July 1. The Ohio approach, with restrictions on cancellation and requiring specific mention of chronic diseases and physical conditions for exemption from coverage, has been recommended as a model by National Assn. of Insurance Commissioners. The commissioners are going to handle Blue Cross and other non-profit hospital insurers rates on a co-operative basis, instead of each state tackling the problem individually. The basic problem, of course, is rising hospital costs, and Mr. Pryatel said he thinks hospitals have become such an integral part of the community that a wage increase by a large employer means hospitals must follow suit. He thinks rates must be negotiated annually and hospital records and accounting methods must be checked carefully.

The latest development in the Ohio law against controlled business is that a lower court upheld the insurance department in refusing to renew the license of a real estate agent who used his license primarily to write insurance on properties he sold and an appeals court dismissed the appeal. Mr. Pryatel also discussed his latest order against offering trading stamps for insurance expirations.

Because of the general interest in Mr. Pryatel's topics, J. C. Harris, president Cincinnati A&H Assn., and L. C. Dangelmeier, American Surety, president Assn. of Casualty Managers of Cincinnati, were guests. A. J. Lenke reported on the intensive course in rating of all lines scheduled for University of Cincinnati the week of Sept. 10 and John Gall took a bow for his work in the recent increase in membership.

Honor White & Hubbs for 50 Year Representation

The White & Hubbs agency of Union City, Tenn., was honored with a dinner recently for 50 years of continuous representation of Fireman's Fund group.

A wall plaque was presented to Messrs. White and Hubbs by R. E. Bolling Jr., Nashville manager of Fireman's Fund. Other company representatives attending were L. A. Schmitt, manager at Memphis, and George W. Wesson and S. L. Warren Jr., both west Tennessee special agents.

Walsh New Duffield Head

Norman Duffield & Co. general agency of Buffalo has elected John N. Walsh Jr. president to succeed the late John L. Rochester; Edward F. Walsh vice-president, and Herbert F. McKeever treasurer.

Modier Is New L. A. Post

Raymond C. Modier has been named inland marine underwriter in southern California for Manhattan F&M and Guarantee of Los Angeles. He has been Los Angeles marine manager of Phoenix of London.

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Mrs. Hirst Elected NAIW President

(CONTINUED FROM PAGE 1)

Shackelford of the Heyward agency, Columbia, S. C., secretary, and Miss Frances B. Gray of Maryland Casualty, Los Angeles, treasurer.

Registration and an executive board meeting on the first day were followed by an informal get-together of national officers and early arrivals.

Miss DeCesari presided at the first general business session on the following day. She reported that there were 15 new clubs formed during the year to bring total NAIW membership to approximately 12,500. Among the highlights of the year reviewed by Miss DeCesari were the opening of the national headquarters at Tulsa and the employment of a national secretary. She proposed the establishment of a national Insurance Woman's Day to honor women's contributions to the industry.

Mrs. Anne Whitney of Assn. of Casualty & Surety Companies, president of Insurance Distaff Executives Assn. of Chicago, presented greetings from the hostess club. She expressed the hope that the convention would attest to the leadership of the national association in upholding the tenets of fellowship, loyalty and education on which it was originally founded. "May we not only work to hold the place we have carved in the insurance industry, but through this and future conventions, strive to raise our standards and make our influence even more powerful for the common good," she said.

Assistant Director Laddie T. Pelnar presented greetings from the Illinois department.

State Senator Lillian E. Schlagenhauf was the morning speaker. She reviewed the role played by women in today's world and urged them to greater business and political activity.

Reports of regional directors and national committee chairmen were presented during the afternoon business session.

Among the many gifts presented to the women at the time of registration were a French purse from the Continental companies and a white leather secretary from America Fore.

A series of workshop sessions were held on the third day of the convention. The workshop topics and their moderators were: Education—Mrs. Runk; Parliamentary Procedure—Mrs. Guy

M. Pelton, registered parliamentarian; Sharing Club Activities—Miss Mary Ellen Pixley of the Aspy Somerville agency of Indianapolis; Clinic for Association Executives—Mrs. Hirst and Miss Kay M. Lavin of the Crane agency, St. Louis.

A demonstration class on the NAIW education course was conducted by Miss Beth Richardson of Hartford Accident, Seattle, and Mrs. Margaret Wickstrom.

More than 200 insurance executives attended the luncheon honoring "bosses." Headlines in a replica of the Chicago Tribune proclaimed: "Insurance Men King for a Day."

Mrs. Lorna Penny of Western Surety, general convention co-chairman, presided at the luncheon, which featured an inspirational talk by E. Carl Sorby, president of the Roper Corp. of Rockford, Ill.

Highlight of the luncheon was the presentation of a handbag to Mrs. Eva M. Sparhawk, president of the C. F. Newcomb agency of Providence, R. I., in recognition of her 54 years of service in the Newcomb agency. Mrs. Sparhawk said that she still goes to work every day and believes she is the only woman who has worked in one office for as many years as she has.

Marshall B. Simms, superintendent of agencies for Continental Assurance, was host at a cocktail party that evening given by the Continental companies.

The final business session on the fourth day included election of officers and convention bids. The 1957 convention will be held June 10-14 at Philadelphia and the 1958 convention will be held at Detroit, June 23-28.

Mrs. Lucille T. Blakesley of Factory Association, general convention chairman, presided at the banquet attended by some 800 members and guests.

Highlight of the evening was a tribute to NAIW founding president, Mrs. Elsie B. Mayer, who has her own agency in Denver.

The San Francisco association won the mileage award. Membership awards for the greatest increase during the past year in their classes were presented to Insurance Women of Vermont, New Hampshire Women's League and Insurance Women of Muskogee (Okla.).

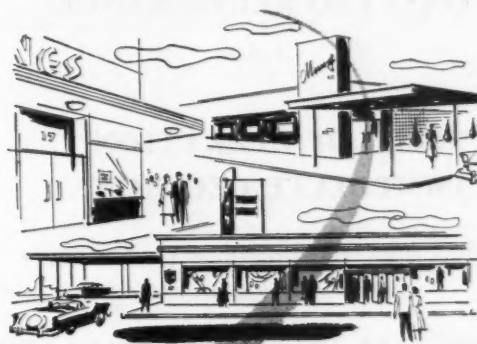
Mrs. Anne L. Whitney (left), president of Insurance Distaff Executives Assn., pictured with her "boss," Roy L. Davis, Chicago manager of Assn. of Casualty & Surety Companies, and Mrs. Guy M. Pelton, convention parliamentarian, at the National Assn. of Insurance Women's luncheon honoring insurance men.



Bettye J. Osborne (left) of National Assn. of Independent Insurers, program chairman for convention of National Assn. of Insurance Women, is pictured with Vesta Lemmon, NAIH general manager, and Mrs. Lemmon, at the luncheon honoring insurance men.



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U. S. APPEALS COURT

Insured Seller Due Full Cover on Defaulted Home

U. S. appeals court has ruled in the case of Dean vs Pioneer Cooperative Fire that a seller of a home that he himself insured was not limited to a recovery of his security interest in the property. 8 CCH (fire & casualty) 945.

In reversing and modifying in favor of insured the judgment of U. S. district court of eastern Texas, the appeals court held that insured acquired the full insurance specified under the policy issued to him as owner. The district court awarded insured only a little more than a third of the policy's value. In order to avoid forfeiture of all coverage under the policy because of a change in ownership, it said there was only an attempted rescission of the contract to purchase not a changing of ownership.

Insured sold the house with a covenant to insure to Lowe, who subsequently fell behind on his payments to insured. Insured then took out a fire policy in his own name including information on Lowe's default and his own intention to take back the property. Two days before the fire, Lowe returned the home to insured. In its basic provisions, the policy provided that the company would not be liable for loss following a change in ownership of the insured property.

The appeals court pointed out that neither the policy nor the premium reflected the interest of the insured. A vendor, whose purchaser is in default of payments and the covenant to insure, and anticipating imminent foreclosure, has something more than his debt at risk when he seeks insur-

ance, the court said. He has his entire property at stake. The court added that there is nothing in the standard policy to prevent an underwriter from insuring those actual risks, adhering in actual ownership of those interests, provided there has been a truthful disclosure of facts. The policy doesn't speak in terms of title. Ownership comprehends what his actual interest is, which includes the fact of default and the imminent foreclosure, the court said.

Citing 43A Texas jurisprudence, vendor and purchaser, the court added that when the purchaser defaults in his promise to pay, the vendor may rescind and regain the title and right to possession as completely as though the contract had never been made. The default itself does not amount to automatic rescission, but it can be accomplished without formal reconveyance. Even under Texas insurance law, the court continued, the rescission would not be deemed a change in ownership. Dean was the only insured. He did not try to make his insurance available to another nor did he try to get more than he bought and paid for. The court said Texas declines to read into insurance policies the rigid rules of property title law. If, therefore, the occurrence does not increase the motive to destroy or diminish the desire to protect the property, the change in the legal title is considered to be inconsequential. Since Dean's interest was being enhanced and not lessened, it met the Texas test, the court concluded.

Attorney for insured was Joe H. Tonahill of Jasper, Tex., and for the insurer Robert O. Campbell of Houston.

OKLA. SUPREME COURT

Upholds Policy's 12 Month Limitation on Loss Recovery

Oklahoma supreme court has reversed in favor of Springfield F.&M. a judgment which would have allowed insured to collect for a windstorm loss despite the 12-month statute of limitations on the standard fire policy in the case of Springfield F.&M. vs Biggs, 8 CCH (fire & casualty) 929.

Although insured was covered by a hail and windstorm endorsement to the fire policy, the high court ruled that provisions in the standard fire form applied to the endorsement and that insured was therefore barred from collecting \$345 in damages because he started action to recover a year and four days after the loss occurred. The fire policy expressly denied recovery of losses unless commenced within 12 months after the loss.

The supreme court overruled Caddo county district court's judgment based on Connecticut Fire vs Home, 201 Okla., where it was shown that the one year limitation of the fire policy did not apply to hail or windstorm cover. At that time, the high court pointed out, fire companies were operating in the state under a 1917 legislative act that did not indicate its application to hail and windstorm policies. However, subsequent revision of the act in 1945 made the provisions of the fire policy apply to hail and windstorm covers and losses, the supreme court ruled.

Hanson & Green were lawyers for the company and Sam L. White for Biggs.

Glenn J. Borchers has been named a special representative at Portland, Ind., for Farm & Home of Indianapolis.

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U. S. APPEALS COURT

Protective Liability
Covers Insured's
Superintendents

U. S. appeals court has reversed in favor of Duke Power Co. a judgment for Indemnity of North America, ruling that protective liability insurance covers negligent acts of independent contractors and of insured's own employees, while acting in supervisory capacities. Harry C. Hewson, Hunter M. Jones and William B. McGuire represented Duke Power Co. and William B. Webb and Lewis B. Carpenter the insurer in an appeal from U. S. district court of western North Carolina, 8 CCH (fire & casualty) 918.

While building a steam generating plant, Duke Power Co. contracted with Combustion Engineering-Super Heater Inc. for the installation of two generators. The contract provided that Combustion would furnish protective liability insurance for benefit of Duke. The policy insured Duke against "liability for accidents arising out of operations performed for insured by independent contractors and omissions or supervisory acts of the insured in connection with such work".

During the work Duke was forced to move some heavy cast iron reducers so that Combustion's boilermakers would have working room. Duke's foreman requested and received permission from Combustion's foreman to use the latter's hoist and operator to remove the reducers. While moving the reducers, under direction of Duke's foreman, Combustion's foreman was hit and killed.

An action for damages by the dead man's representative was settled with Duke when Indemnity of North America refused to defend the suit against Duke. Duke then sued the insurer, contending that it was covered by the policy. The appeals court held that, although neither of two hazards defined in the policy was encountered, the accident was the result of a joint operation performed by both parties for the benefit of insured within the meaning of policy. The court also said it was clear that the accident was caused by a supervisory act of insured in connection "with such work."

Tackle High WC Cost
Industries in N. Y.

New York state's 20,000-worker foundry business, which pays average annual workmen's compensation costs of \$3 million, has been selected by the state labor department for an industry-by-industry series of cooperative safety programs employing the latest accident prevention techniques. The foundry industry has the largest employment of any of the state's top 25 high-hazard industries.

A task force of 60 safety service men, selected from the department's regular personnel and given special training at New York university's center for safety education and the state school of industrial and labor relations at Cornell university, now are visiting 300 foundry establishments.

Ala. Agents Hear IM Talk

Wallace Cohen, Birmingham local agent, addressed Birmingham Assn. of Insurance Agents on inland marine commercial lines and pointed out that 91% of IM premiums is written by stock companies.

CAL. APPEALS COURT

CPL Covers Damage,
Not Old Act Which
Later Led to It

California appeals court, in the case of Reminer vs Glens Falls Indemnity, affirmed the general rule that the occurrence of an accident within the meaning of an indemnity policy is not the time the wrongful act was committed but the time when the complaining party was actually damaged. 8 CCH (fire & casualty) 942.

In upholding a judgment in favor of the insurer by Contra Costa county superior court, the appeals court said that, although the comprehensive personal liability policy was in effect when insured graded his property, it had expired when a landslide from the grading damaged a neighbor's property, and, to be covered by the policy, the damage sued for must have occurred during the policy term.

Insured's policy expired in 1947 and the landslide occurred in 1952. The neighbors sued insured for damages and collected from insured who then sued the insurer, contending that, since the negligent grading which caused the landslide took place within the policy period, the insurer was obligated to defend the case and pay the judgment. The court held that, although the grading was an injury to the neighbors when created in 1947 and did occur during the policy term, no action was ever brought for that injury. It is not the happening of a wrongful act that is covered by the policy period but the damage occurring from it, the court said.

Spurgeon Avakian represented insured and Bronson, Bronson & McKinnon the insurer.

Mrs. Joyce Harper of the Richardt agency has been elected president of Insurance Women of Evansville, Ind.

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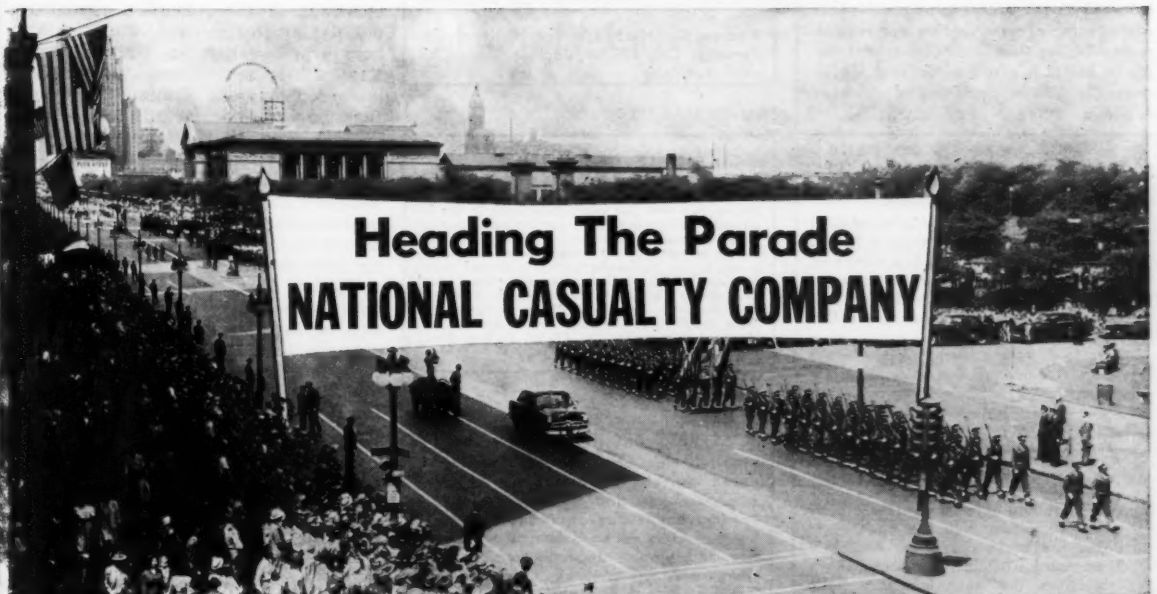
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Plan More Zip for A&S Agents Association

(CONTINUED FROM PAGE 1)

named as the new managing director of the International, succeeding William G. Coursey who is resigning after five years in that office to join Midland National Life.

St. Paul will be the 1957 convention city.

The speakers' program was filled with selling information from seasoned experts. An estimated 101 years of

combined experience in the business was represented by the speakers who in their addresses shared ideas, inspiration, and information of procedures with those attending the sessions.

In his annual report, President McDonald stated that he traveled nearly 40,000 miles in the U. S. and Canada during his year in office, which he termed a very eventful year of "tre-

mendous growth, change and turmoil"—with state legislation, social security amendments, the administration's reinsurance bill, Federal Trade Commission, and formation of Health In-

four to one out of eight policyholders a year. Considering the few complaints and the great volume of business, those in the industry can hold their heads high and be proud of the job being done, at the same time taking measures to see that the public is educated as to what is being done.

Providing voluntary insurance is not easy, he declared. He illustrated the difficulties because of the absence of tables for pre-determining with reasonable accuracy the number of people who will become disabled over a specified time by explaining that in 1930-34 the number of companies writing health insurance decreased so fast that although there were about 460 companies in 1930, there were only 400 in 1940. He felt that those who stayed through "those tough times" are entitled to the appreciation of not only the industry but also of the American people.

Mr. Skutt agreed with the attitude of Secretary Folsom of health, education, and welfare, in approaching, by means of a pool of companies, the problem of insuring those who are not ordinarily eligible. The mistake should not be made of terming charity as insurance; the most important obligation is to stay solvent.

Interior security—with freedom—is no more a one-man job than external security of the nation. He illustrated this by citing the great amount of coordinated effort—teamwork—that made possible the great weapon of exterior security, the hydrogen bomb and said this is also true in the task of providing interior security. The job must be done by a team—the primary underwriter, the company, and the state insurance department.

Without teamwork, Mr. Skutt said, the industry won't get anywhere in meeting the needs of the remaining millions of people who are yet to be insured. He cited the constructive, progressive and cooperative attitude of state insurance departments in giving encouragement and supervision in a very wholesome and non-political fashion. As a result of this cooperation the system of state supervision has developed the strongest insurance system in the world.

Darrell Smith, vice-president Colonial Life & Accident, who has been in the business 30 years, said that, fundamentally, A & S is the same today as yesterday and will be the same tomorrow, and that in its fundamentalism lies its very strength.

He gave an interesting review of basic tried-and-true sales methods of the past, which are still effective. In one illustration he showed how A & S is an income guarantee as well as "financial standing" insurance that protects the credit standing of a disabled family man. He emphasized "basic" and suggested that producers get back to the basic concept of A & S.

Carl Lane, superintendent of agencies General American Life, warned against "substandard selling methods" and declared that now is the time to train and retrain to strengthen selling skills, with the responsibility resting at four levels—companies, agency managers, agents themselves, and trade associations.

Sales, he said, can be made only to a public that understands. Good training and alert supervision are the answer to "What is good selling?" The agent must be convinced that protection is a better buy than benefits. He is the key man in the sales front because he is the only man at the point of sale. "Whenever we have trouble,"



C. E. McDonald



E. R. Bennett

urance Assn. The Leading Producers Round Table, he reported, numbers over 250, and the "choose the plan" directory idea has been utilized by more associations than ever before.

A special breakfast was held for members of the Leading Producers Round Table, who were identified during the convention by special badges. Oakley Baskin, Mutual of Omaha, Buffalo, chairman of the LPRT committee, received suggestions at the breakfast that the feasibility be again considered of providing some form of lapel button or a tie clasp.

In his annual report, Mr. Baskin cited LPRT as a tangible reason for belonging to the association. Application forms have been prepared containing the new bylaws as to qualifications: \$10,000 or more but less than \$15,000 in annualized premiums merits the bronze certificate; \$15,000 or more but less than \$20,000, the silver certificate; \$20,000 or more, the gold certificate; the gold certificate for three years wins a life membership. Annualized group premiums may not be counted for more than one-third of the qualification.

In reporting upon Disability Insurance Training Council, E. H. Magnuson, Federal Life & Casualty, chairman of the education committee, pointed out the prestige value to members who qualify as DITC instructors in their home areas. John G. Gallowsay, Provident Life & Accident, Birmingham, interim director of the council, said that training has been the weakest link the business. He reported that in the past 15 classes were completed, graduating 185 students representing more than 60 companies. Thirty locations have been selected for courses this fall.

William G. Coursey, in his final report as managing director, said there is a crying need for a closer contact between the International and the local associations. More services to the individual members are needed. He recommended adding staff members for that purpose.

"Security with freedom" was the keynote sounded by V. J. Skutt, president, Mutual of Omaha, in the first featured address. He said that more than 110 million people in the U. S. and Canada now carry some form of voluntary health insurance, which is a part of the economic system that has come to be the American way of life. "This is a tremendous job that we have, a tremendous responsibility to our fellow man."

It is unjustified, he said, to have criticism of a coverage that pays more than any other form of insurance. There is so much more being paid and there are so many transactions, with so much room for misunderstanding, despite every effort to give good service. Claims run from one out of

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THE NATIONAL UNDERWRITER

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A progressive multiple line group requires the addition of a fieldman in Northern and Central Ohio traveling out of Columbus. Age 28 to 38. Prefer predominantly fire background. Experience in Ohio field would be helpful but is not essential. Splendid opportunity for advancement in growing field office. Please give full details as to age, experience, family and military status. Reply Box M-92, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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An expanding Ohio-owned casualty company has opening for young, aggressive man, age to 35 years. We are willing to train. Must be interested in personal, future advancement, have adequate knowledge of business and proven executive sales supervision ability. We offer above average starting salary and advancement possibilities. Give age, education and experience. Reply and interview will be treated strictly confidential. Our employees know of this ad. Address Box N-12, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

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Young men with five years experience in fire insurance evaluation to train for factual appraisal work. Permanent position, limited travel. Excellent opportunity for advancement with rapidly expanding nationally known appraisal organization. Write stating age, experience, and availability. All replies held strictly confidential. Personal interview will be arranged for those qualifying. Address Box N-5, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

SAFETY ENGINEER — AUDITOR

Multiple Line Company requires experienced inspector for auto fleets, all types public liability and fire lines. Ability to conduct audits also desirable. Will cover State of Ohio out of Columbus Branch Office. Salary open, depending on qualifications, with better than average social benefits. Furnish full particulars in confidential reply to Box N-13, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

CASUALTY UNDERWRITER

Position available for person with two or more years experience in automobile and general liability lines. Write the National Grange Mutual Liability Company, Keene, N. H., Attn: C. L. Howard.

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As an old established stock fire insurance company with an excellent agency representation we have an opening for a fieldman who has had 5 to 10 years experience in field work with proven ability as a producer for the State of Wisconsin. Age between 35-45. We expect to pay better than average for a man meeting our requirements. Replies treated as confidential. Reply to Box N-6, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

CLAIM ADJUSTER

We have a fine opportunity in Northwestern Minnesota for a man trained in adjusting claims for a multiple line company. Excellent retirement program, company paid life, hospitalization, and sick and accident insurance as well as other fine personnel benefits. Write to B. V. Hanthorne, Auto-Owners Insurance Company, Box 660, Lansing, Michigan.

ALABAMA — STATE MANAGER

America's leading auto insurance company for total abstiners only has opening in Alabama for State Manager. Applicant must be total abstainer and must have experience in the auto insurance field. Salary plus incentive bonus. Give full details. Write Box N-7, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

STATE AGENT

Stock Fire Company has opening for experienced man to take charge of Indiana operations. Office in Indianapolis. Excellent opportunity, exceptional benefits, auto furnished. Write Box N-8, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

he said, "it is at the point of sale where the breakdown occurs."

Among his many recommendations, he emphasized: Take more time to tell the whole story; the delivery interview is the most important; learn to do a professional programming job; get away from first-dollar coverages; sell longer waiting periods.

"I think the greatest tragedy in the business is the terrific turnover of man-power," said Reginald Snyder, vice-president, Old National, Houston, as he explained and demonstrated one of the great moving forces, which, if properly applied by the producers, can reduce that turnover. It is the possessing of a "magnificent obsession" about and trusting in that which he is doing—with the job, the company, the product. More sales have been made because of the love of the job and the enthusiasm for it than through knowledge, he said.

He said there are four things that must be determined in setting out on the success road: "What is my specific goal? What will I give in exchange for the attainment of that goal? When will I start toward my goal? (Now is the time.) I promise that I will attain my goal."

J. Edwin Larson, Florida commissioner since 1940 and a former president of National Assn. of Insurance Commissioners, was the featured luncheon speaker the first day. "This is a call to arms," he declared. He urged a joining of forces with all segments of the insurance industry in a united front to assert states rights which are endangered by the Federal Trade Commission opinion that it has jurisdiction over advertising in interstate commerce.

He reported that NAIC has cleared the way for federal court action on the FTC opinion. He reviewed the progressive activities of the state departments. He said that the states have been busily carrying out the mandates of the McCarran act.

The Florida department, he said, has enacted agency qualification laws with the assistance of the Florida association. It publishes question-and-answer books for agents seeking licenses. It is sponsoring the uniform provisions law effective Oct. 1. It plans to call a hearing with the industry before finally considering adoption of the NAIC advertising rules. He reviewed the phenomenal growth of the business in his state, from \$3.1 million in premiums in 1943 to almost \$61.2 million in 1954, an increase of almost 20 times.

S. L. Horman, vice-president Time of Milwaukee, who, when an agent, wrote as many as 900 apps in one

year, declared, "It is time we get back to basic issues," the writing of continuance of income, without frills. The challenge is to provide tailor-made plans to meet a variety of needs with full awareness that the buyer is king. "We have had the green light for some three decades, but it is not going to get any greener."

He favorably compared the position of producers with other fields of endeavor from the standpoint of investment, overhead, training, assistance in the field, competition ("Compared with any other field, we don't know what it is"), professional status, and the future.

He divided buyers into four groups: sole proprietors—to whom longer elimination periods should be sold; employed individuals—supplement group or what they already have, or ask how long they can get along without salary protection; partners—ask how long they can get along without income; key men—ask employers how long he continues the salary of employees if they are disabled, and delve into this as to the longer periods of disability.

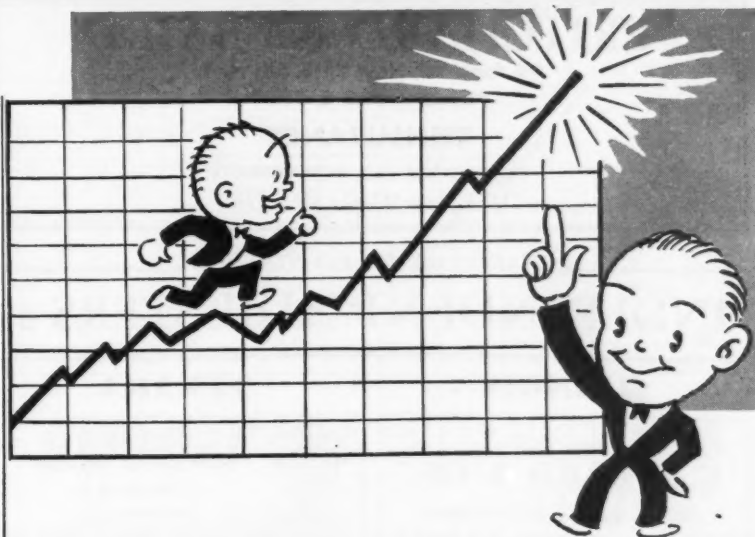
The industry has a great boon in tax advantages—no other field of selling has them. Many premiums paid are a business expense, and benefits are tax-free. The employer can provide tax-free income for take-home pay. This enables small employers to cope with the large ones in the labor market.

Looking ahead, Mr. Hroman said that eventually coverages may get back to income protection and a single form of hospital-medical. A major medical approach will replace basic hospital plans, with a modest deductible and a reasonable amount of coinsurance. Thereby, protection will be provided from the top down instead of from the bottom up.

Howard E. Nevenon, general agent Washington National, Los Angeles, and active in the association for many of the 20 years he has been in the business, shared some constructive thoughts with his audience—on formulas for successful creative selling that requires the use of meaty ideas.

He said that the important thing is not whether or not something is done, but that some system be followed with a frequency of exposure—as when the well-trained salesman has a well-organized presentation for a well-qualified prospect. "If I will do that 10 hours per week, I will have my formula for success—10 hours, face to face with the kind of people I can influence and I will never have to worry."

Most general agents and managers agree, he said, that there are only three causes for success: (1) an in-



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tense desire for it; (2) a fixed purpose; and (3) persistency and a relentless drive. He also cited the three causes of failure: (1) insufficient exposure; (2) insufficient prospects; (3) ineffective presentation.

"The things that matter much are the things that matter most" was the theme developed by E. E. Ballard, president All American Life & Casualty, who discussed in an inspirational way the need, prospecting, the sales story, work, enthusiasm and faith, in the sale of income protection.

On need, he said, "If I am to sell my prospect on the value or need of income disability insurance, I must first sell myself" on the fact that surely income is one's most valuable asset. Prospecting is the No. 1 headache, despite all that has been said and written about it. He explained an endless chain method which he said is a "sure-fire system" if used correctly. It consists of a specially prepared sheet on which three names are requested with the explanation that one person in three will be interested; one in three will enroll later; and one will never start but will appreciate the advantages of the plan well enough to recommend it to his friends.

The organized sales story is a necessity in order to express the right thoughts in the right order and in the right tone of voice—and long practice in the delivery is desirable. Work, another of the things that matter much, is the shortest route to success. Enthusiasm in unlimited amount is another thing that matters much; it is one thing all leaders in the business have in common. "One must have enthusiasm because then you speak with conviction, your prospect starts to feel your sincerity, and he wants to do business with you."

The great "new swing for A & S" and what it means to the producer were discussed by William B. Cornett, Prudential's director of sickness and accident sales and service, 35 years in the business, and a former president of the association (1939). He said the four fundamental attributes in a suc-

cessful salesman are: Attitude, conviction, enthusiasm, sincerity; and a salesman who has them is generally ACES, which combines the first letter from each of the four words.

Along with these, the salesman must have a definite plan of operation, based on a good pre-approach letter and an easy opening remark, a carefully planned presentation illustrated by a good "need" story, and the enthusiasm to close when the prospect's apparent assent is present.

Robert R. Neal, managing director of the new company organization in the business, Health Insurance Assn., outlined the functions and areas of operation of that association, which was formed last April. He also gave an insight into the Washington scene.

Edward H. O'Connor, managing director Insurance Economics Society of America, and a former president of the association (1936), presented a thorough-going outline of legislation on the federal and state levels.

He strongly warned that this is an election year, and that an immediate step is "for all of us to become politically minded" and do something about the situation by applying tested sales methods to the important area of political influence. The insurance industry is still "expendable" and if the government's trend continues, it is bound to affect private insurance in all its branches.

Reporting on current matters, he said the social security amendments to provide total disability benefits beginning at age 50 and to reduce the female retirement age to 62, deleted by the Senate finance committee, were subject to possible restoration on the Senate floor. The Senate's compulsory non-occupational coverage for workers in the District of Columbia (excepting government workers), sponsored by the Department of Labor, was still in committee and no action was expected. The Massachusetts legislature was considering the proposal that its four compulsory insurance bills be referred to a study committee.

Next year there will be 45 legisla-

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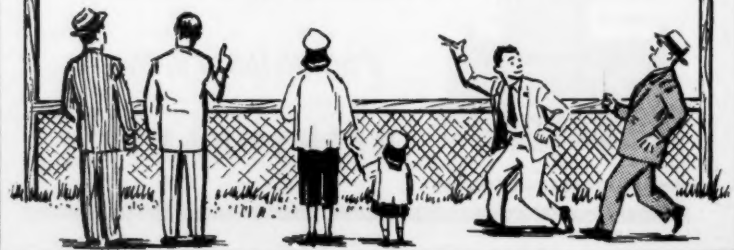
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tures in session. Mr. O'Connor urged that "now is the time to keep your ears to the ground, your eyes open" for movements in compulsory cash sickness insurance, and to report such information to the International association's office.

How to fill the shoes of a disabled person through income replacement was dramatically demonstrated visually and verbally by Russel H. Moore, district manager Mutual Benefit Life, and insurance lecturer at Michigan State university, in his explanation of why economic death need not be a tragedy.

He based his presentation on the formula of "ability plus opportunity plus time equals fortune," and said that the time factor is so important because ability can be sold only on a time basis.

"The most valuable thing every one of us has walks in our shoes." This he demonstrated with a pair of shoes filled with currency. Shoes again came into play at the close. He enumerated the many bills of expense "that get jammed into our shoes when we take them off, when we stop walking in them because of disability." Then he removed his own shoes and jammed all the expense bills in them. "Certainly, Mr. Prospect, if your wife is going to step into your shoes, shouldn't we clean them out so she can get into them? If she finds them a little bit big, shouldn't we stuff the toes with dollars instead of bills?"—which he did.

Addresses of personal inspiration were delivered by Rev. Richard Blanchard, Coral Gables, and the quar-

terback of Notre Dame's "four horseman" days, Harry A. Stuhldreher, director of human relations for U. S. Steel.

Through the Florida association, of which James D. Lang, of Hall Brothers agency representing American Casualty in Orlando, is president, Convention Chairman Earle Bennett achieved his long-time desire to bring the convention to Florida for the first time in the association's 26-year history. Frank Gabor of Miami, state agent for Massachusetts Casualty, was co-chairman of the convention committee.

Fred H. Schippert, St. Petersburg, received the C. B. Pepper memorial award by the Florida association for meritorious service on a state-wide basis over the years and for local leadership.

Social events included a reception around the swimming pool of the Saxony hotel on the evening before the convention, two luncheons, the Leading Producers Round Table breakfast, the past president's breakfast, an inland waterway cruise, an impromptu night swim in the Saxony pool, and the annual banquet on the final evening when the new officers were introduced and the Harold R. Gordon memorial award was presented to the "man of the year" for 1956, James E. Powell, vice-president and director of Provident Life & Accident.

He is recognized industry-wide for his many constructive activities, past and present. He entered the business in 1922 as special agent for Southern Surety, Des Moines, and was made assistant manager in 1929. He went to Chattanooga in 1931 when Provident reinsured the business of Southern Surety. He became agency vice-president of Provident in 1937, was advanced to vice-president, accident department, in 1943, and was named a vice-president in 1948.

Mr. Powell helped form what is now the International association. He was elected president of the former H&A Underwriters Conference in 1939. He was president for two terms of the Insurance Economics Society, and is now an executive committee member. He is active in committee work in other insurance organizations, and is a member of the advisory committee on A & S of the U. S. Chamber of Commerce. Last year he was named to a committee to guide the Life Underwriter Training Council in preparing the LUTC's A & S training course.

The award is presented to the nominee who has rendered service to the industry during the year or for sustained and meritorious services over a long time. The award has been presented annually since 1949 by the Chicago A & H Assn. This year the International took over the selection function at the request of the Chicago association, but the award was presented by the Chicago group which in 1948 adopted a permanent memorial resolution.

Others who received the award in past years were E. H. O'Connor, V. J. Skutt, William E. Leiby, Massachusetts Indemnity, Los Angeles; the late Bert Hedges, E. H. Mueller, Provident Life & Accident, Milwaukee; Mr. Galloway, and Edwin J. Faulkner, president, Woodmen Accident & Life.

The new managing director started with the conference in 1952 after serving in an editorial capacity with the newspaper and radio station at Waukegan, Ill. Earlier Mr. Gifford was on foreign assignments for the army and State Department, doing public re-

lations work. Through his conference activities he has gained a wide acquaintance among agents and company men as well as physicians and hospital administrators.

Haase Named to Ill. Toll Highway Commission

Robert C. Haase has been named insurance administrator of the Illinois toll highway commission.

Mr. Haase, who has been in insurance for more than 20 years, was an adjuster for Toplis & Harding, later opened an independent adjusting firm with W. J. Calford, then formed the

Haase, Meyer & Co. adjusting firm and, most recently, was a staff adjuster for Fireman's Fund.

Mr. Haase will handle insurance problems connected with construction of the 193-mile toll road and with the collection of tolls and handling of traffic.

Pribish Opens Agency at Chicago

Frank Pribish, executive vice-president of the John Naghten & Co. agency from 1945 until recently, has opened his own agency at Chicago.

He began his career with Rollins, Burdick & Hunter of Chicago in 1926 and in 1944 joined the Lawton-Byrne-Bruner agency of St. Louis.

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Fireman's Fund, Founders Negotiation Definitely Ended

Preston Hotchkiss, chairman of a special committee of directors of Founders, and James F. Crafts, president of Fireman's Fund, announced Tuesday that as a result of developments not anticipated when discussions were initiated, negotiations between the two companies, in connection with a proposed offer by Fireman's Fund to exchange its stock for issued and outstanding shares of Founders, have been terminated.

Mr. Hotchkiss said the directors of Founders in making their decision unanimously resolved that Founders would be conducted and expanded as an independent multiple line company with its home office in Los Angeles.

National Fire Directors Approve Purchase Offer

(CONTINUED FROM PAGE 1)

ing the extra dividend in the shares of Continental Assurance. Current Continental Casualty dividend is \$1.40 cash a year plus an extra dividend in the shares of Continental Assurance stock at the rate of one share of Continental Assurance for each 100 shares of Continental Casualty. At the current market price of Continental Assurance stock, this would provide total dividends of approximately \$4 for each present share of National exchanged. The proposal is made subject to favorable action by Continental Casualty stockholders and to the approval of appropriate regulatory authorities and the customary verifications.

Continental Casualty expects to write more than \$200 million in premiums in 1956. Continental Assurance with life and group A&S will have premiums income of about \$115 million. Continental Casualty operating profit, after taxes, was \$9,993,775 in 1955. National Fire had net income of \$1,573,080 after taxes.

Two More Cases of Association Cover

(CONTINUED FROM PAGE 1)

shown on the application for coverage. The 130% is the maximum inventory settlement in peak months.

National Assn. of Mutual Savings Banks on May 28 wrote members that a master errors and omissions policy was being negotiated with Johnson & Higgins of New York. The original contract will be in the name of the association, with member banks participating getting a certificate. The business can be written for one or three years, the latter at 2½ annuals.

A later bulletin from the savings banks says there are no coinsurance requirements in the cover. Banks may purchase coverage on items 1 and 3 or not as they wish but must carry cover on 2. Item 3 covers comprehensive personal liability in homeowners, package policies.

Item 2 is described as much broader than the standard E&O form. The insurer is not being revealed until 60% of the banks have signed up.

There is a requirement that 60% of member banks participate before the plan goes into effect.

The perils are fire, lightning, and extended coverage. The insurance is on mortgaged property and against

non-existent, invalid, uncollectible, or insufficient insurance. For each category of "owned building" and building "mortgaged to insured" the proposed premium is \$75 for \$25,000 of coverage, with graded premiums up to \$600 for \$500,000. For legal liability in connection with renewal of supplemental contract, the charge would be \$15 for \$25,000 up to \$120 for \$500,000.

U. S. Savings & Loan League in 1955 put into effect a group errors and omissions written in London Lloyds through International Insurance Agency of Cambridge, Mass.

Elect Phillips at Flint

William J. Phillips Jr. has been elected president of Flint Assn. of Fire & Casualty Agents. He succeeds Louis Selesly. Other new officers are: Vice-president, Martin M. Conaton; secretary, Howard Edgecomb, and treasurer, Thomas Gibbs.

Southern General Buys Progressive

Southern General of Atlanta has purchased approximately 80% of the common stock of Progressive Fire of Atlanta for an amount in excess of \$1 million. R. L. Ellis, president of Southern General, has been elected chairman of Progressive, which will continue to operate separately.

Late News Bulletins...

(CONTINUED FROM PAGE 1)

careers with London & Lancashire group at Hartford. Mr. Nelson joined the group in 1944 at Chicago. Mr. Stiehl joined the group in 1924 and has been assistant manager in Chicago since 1951. Mr. Pedersen has been with the organization 36 years and lately has been chief accountant in the western department. Mr. Bjorgo joined the group in 1927 and has been Chicago city superintendent since 1950.

May Fire Losses Rise 22.1%

Fire losses in the United States during May amounted to \$87,681,000, an increase of 22.1% according to National Board. This continues the trend that has been noticeable since the first of the year.

Losses for the first five months of 1956 total \$442,633,000, an increase of 11% over the same period of 1955.

Near Blows in Long-Martin Battle

Newspapers across the country on Wednesday carried stories of the latest development in the Gov. Earl Long—Wade Martin battle in Louisiana. The governor is backing a bill to separate the state and insurance posts, both now held by Mr. Martin, and in a house committee hearing on the measure the governor and his secretary of state-insurance commissioner almost came to blows. After a heated verbal exchange, the governor said Mr. Martin was "just proving you're not fit to be state insurance commissioner." Mr. Martin retorted, "And you've just displayed you shouldn't be governor." Mr. Martin was loudly applauded.

1955 Countrywide Ratios for New York Licensed Insurers

The New York department has released summary figures from its booklet on 1955 loss and expense ratios. The booklet will be available in August. The summary figures in the chart below give the aggregate countrywide experience of all fire and casualty companies licensed in the state for major lines reported in the insurance expense exhibit.

All of the ratios below are based on earned premiums, except those for commission and brokerage and taxes and fees, which are based on written premiums. Expenses do not include provision for federal income tax. Net gain shows results before deduction of federal income taxes.

STOCK COMPANY AGGREGATES	COUNTRYWIDE NET PREMIUMS		UNDERWRITING RATIOS			ANALYSIS OF EXPENSES					TAXES AND FEES
	WRITTEN	EARNED	LOSS	EXPENSE	NET GAIN	LOSS ADJUSTMENT	COMMISSION AND BROKERAGE	OTHER ACQUISITION	GENERAL		
FIRE	\$1,160,603,969	\$1,166,753,550	46.2	47.9	5.9	3.0	25.7	6.9	8.9	3.4	
EXTENDED COVERAGE	404,752,046	359,396,461	58.8	57.6	-16.4	9.7	27.2	8.0	9.5	3.2	
OCEAN MARINE	147,548,176	146,245,133	52.7	36.5	10.8	6.2	18.0	4.0	6.8	1.5	
INLAND MARINE	290,174,035	276,748,693	53.3	47.6	-9.9	5.9	22.2	8.7	7.7	3.1	
ACCIDENT	56,353,377	49,488,015	35.7	55.0	9.3	4.0	28.2	9.4	10.7	2.7	
ACCIDENT AND HEALTH	37,481,716	37,221,832	42.5	48.4	9.1	3.9	27.2	10.5	4.4	2.4	
HOSPITAL AND MEDICAL	39,488,268	38,831,789	42.8	45.2	12.0	3.7	24.2	10.2	4.7	2.4	
GROUP ACCIDENT AND HEALTH	205,788,472	279,349,446	78.9	17.6	3.5	2.7	6.7	2.7	3.1	2.4	
WORKMEN'S COMPENSATION	529,161,329	519,230,837	58.7	34.5	6.8	8.4	11.3	3.1	8.3	3.4	
LIABILITY OTHER THAN AUTO	346,419,617	331,415,792	43.7	53.5	2.8	12.6	20.8	5.7	11.9	2.8	
AUTOMOBILE LIABILITY	965,429,509	942,404,173	58.7	43.8	-2.5	11.2	18.9	5.3	5.3	3.1	
AUTOMOBILE PROPERTY DAMAGE	477,543,181	472,124,502	48.3	44.4	7.3	10.5	20.0	5.4	5.6	2.9	
AUTOMOBILE COLLISION	468,078,970	463,608,002	44.1	44.6	11.3	8.4	24.3	5.9	5.2	2.8	
AUTO FIRE, THEFT AND COMPREHENSIVE	208,270,770	205,029,839	49.4	47.9	2.7	7.8	24.5	6.4	6.3	2.9	
PROPERTY DAMAGE OTHER THAN AUTO	75,479,136	73,011,266	38.0	53.7	8.3	11.1	20.6	6.4	12.7	2.9	
FIDELITY	62,932,146	62,181,569	32.0	57.8	10.2	9.9	17.6	10.7	16.5	3.1	
SURETY	118,471,924	113,350,027	26.5	62.2	11.3	6.3	25.1	11.3	16.3	3.2	
GLASS	28,291,541	27,803,391	40.9	55.4	3.7	5.7	27.4	8.3	11.3	2.7	
BURGLARY AND THEFT	81,758,712	79,888,550	37.9	54.2	7.9	6.2	26.2	7.9	11.2	2.7	
BOILER AND MACHINERY	43,027,494	43,341,175	25.8	63.4	10.8	2.1	18.4	6.8	32.8	3.3	
MUTUAL COMPANY AGGREGATES											
FIRE	183,016,221	180,791,419	37.5	39.1	23.4	2.6	15.2	9.7	8.9	2.7	
EXTENDED COVERAGE	63,406,634	54,066,337	47.1	51.2	1.7	8.9	18.7	10.7	10.3	2.6	
OCEAN MARINE	8,417,804	8,414,115	46.8	32.8	18.4	7.3	9.6	6.5	8.1	1.3	
INLAND MARINE	20,472,091	19,810,480	47.1	43.4	9.5	5.9	11.1	13.7	9.7	3.0	
ACCIDENT	2,467,708	2,396,246	41.5	39.6	18.9	6.5	13.9	10.3	6.6	2.3	
ACCIDENT AND HEALTH	2,458,569	2,364,901	74.7	42.4	-17.1	4.4	6.2	21.3	8.3	2.2	
HOSPITAL AND MEDICAL	4,305,729	4,279,770	42.7	49.2	8.1	4.5	18.4	13.9	10.0	2.4	
GROUP ACCIDENT AND HEALTH	69,666,044	69,050,857	81.0	14.6	4.4	3.0	1.5	5.4	2.3	2.4	
WORKMEN'S COMPENSATION	328,199,090	322,637,081	56.8	24.6	18.6	7.6	1.9	5.3	6.9	2.9	
LIABILITY OTHER THAN AUTO	86,815,139	82,667,019	49.5	44.2	6.3	16.2	8.9	7.5	9.2	2.4	
AUTOMOBILE LIABILITY	345,424,436	340,176,318	59.4	40.3	-3	15.2	8.5	9.5	4.5	2.6	
AUTOMOBILE PROPERTY DAMAGE	164,349,448	163,487,823	51.9	38.6	9.5	12.8	8.7	9.9	4.7	2.5	
AUTOMOBILE COLLISION	179,697,364	177,303,338	39.3	36.1	24.6	9.6	10.1	10.1	4.1	2.2	
AUTO FIRE, THEFT AND COMPREHENSIVE	72,477,882	70,961,011	49.5	39.1	11.4	10.5	9.6	11.3	5.3	2.4	
PROPERTY DAMAGE OTHER THAN AUTO	15,071,114	15,279,887	39.7	45.3	15.0	16.4	5.9	9.8	10.9	2.3	
FIDELITY	5,477,836	5,912,232	38.1	44.2	17.7	10.2	5.0	13.1	13.6	2.3	
SURETY	906,038	726,468	31.7	51.0	17.3	7.6	24.1	8.5	8.5	2.3	
GLASS	2,596,343	2,507,670	44.2	42.6	13.2	4.2	10.4	14.7	10.8	2.5	
BURGLARY AND THEFT	5,569,849	5,176,793	40.4	45.5	14.5	7.4	8.1	15.1	12.5	2.4	
BOILER AND MACHINERY	16,181,180	16,117,734	21.4	35.8	42.8	2.6	3.1	7.4	20.5	2.2	
REINSURANCE COMPANY AGGREGATES											
FIRE	87,671,676	85,312,486	48.5	45.1	6.4	2.3	41.6	4	7	1	
EXTENDED COVERAGE	25,610,635	23,141,333	41.4	47.5	11.1	4.2	40.7	1.0	1.5	1	
OCEAN MARINE	4,959,849	4,789,606	75.5	29.5	-5.0	3.4	23.5	7	1.7	2	
INLAND MARINE	5,841,575	5,987,786	66.3	44.2	-10.5	4.2	36.9	9	1.9	3	
ACCIDENT	2,052,306	2,004,744	31.9	16.0	22.1	1.4	40.3	1.7	2.2	4	
ACCIDENT AND HEALTH	2,016,901	1,439,634	39.1	56.0	4.9	2.4	42.7	6.9	3.3	7	
HOSPITAL AND MEDICAL	1,102,609	914,673	46.5	45.6	7.9	2.4	33.2	4.0	4.3	1.7	
GROUP ACCIDENT AND HEALTH	3,433,175	3,166,004	46.1	34.3	19.6	1.3	27.5	2.2	2.2	1.1	
WORKMEN'S COMPENSATION	7,870,910	7,326,275	45.2	32.3	22.5	4.6	20.8	2.4	3.0	1.5	
LIABILITY OTHER THAN AUTO	9,689,553	8,721,185	44.8	50.6	4.6	10.3	34.7	2.3	2.7	1.6	
AUTOMOBILE LIABILITY	33,291,582	31,865,745	59.7	44.4	-4.1	7.4	33.0	1.8	1.7	1.5	
AUTOMOBILE PROPERTY DAMAGE	9,350,600	8,628,394	26.5	40.8	32.7	3.6	33.0	1.5	2.1	1.6	
AUTOMOBILE COLLISION	6,885,185	4,652,048	55.1	41.5	3.4	4.7	32.5	1.5	2.4	1.4	
AUTO FIRE, THEFT AND COMPREHENSIVE	11,341,682	5,597,227	51.4	43.9	4.7	3.7	36.5	1.4	2.1	1.2	
PROPERTY DAMAGE OTHER THAN AUTO	1,846,223	1,863,342	28.2	57.9	13.9	16.0	37.0	1.8	2.5	1.6	
FIDELITY	7,468,052	7,047,656	33.9	51.6	14.6	3.7	42.4	1.5	1.5	1.4	
SURETY	21,363,768	20,085,734	51.9	58.0	-9.9	5.5	48.6	1.8	1.8	1.5	
GLASS	250,839	236,395	24.9	49.9	29.9	2.4	33.3	3.1	5.8	1.3	
BURGLARY AND THEFT	2,235,027	2,771,189	27.3	48.1	24.6	2.2	41.8	1.4	2.0	1.7	
BOILER AND MACHINERY	729,986	749,188	35.2	22.2	42.6	7	17.9	1.4	1.8	1.4	

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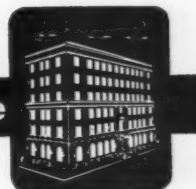


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